...10, 1952
...CITY DEPT.

35c PER COPY

BROAD...NG TELECASTING

Dec52 H-B
A 10D
NL143
Detroit Public Library
Technology Dept
5201 Woodward Dr
Detroit 2 Michigan

PUBLIC LIBRARY
MAR 1953
DETROIT

THIS ISSUE:

...dcom Holdings
...TV Expansion
Page 23

...ria to Bolster
...mer Selling
Page 23

...re An Audience
...Midnight
Page 28

...Tug-O-War
...NPA
Page 29

...CASTING
...on Page 59

21ST
...Newsweekly
...Ads and
...evision
year

NEITHER RAIN NOR SNOW

NOR HAIL NOR SLEET CAN STOP

channel 9's

"MERRY MAILMAN"

FROM DELIVERING SOME OF THE

BIGGEST RESULTS IN TELEVISION.

A program is known by the product it sells. Channel 9's "Merry Mailman" was selling Hoffman beverages . . . and selling them so fast that Hoffman was the Number 1 soft drink bought by families watching the show!

"Merry Mailman's" audience . . . when compared with non-viewers . . . showed almost 2 to 1 preference for Hoffman.*

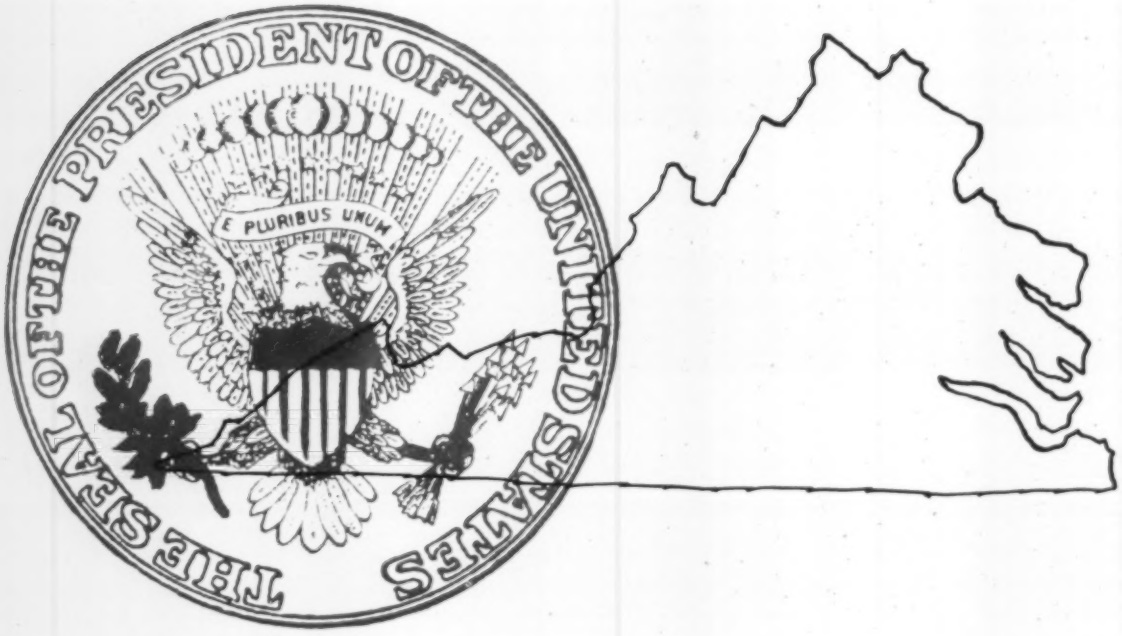
"Merry Mailman" makes sales sparkle, too, for people who don't make soft drinks. A few months ago, he cleaned New York's 200 Woolworth stores out of Zoomeray toys.

Anybody with anything to sell can do it better by getting the "Merry Mailman" to deliver the message to America's richest market on New York's lowest cost tv station.

WOR tv

CHANNEL 9

*Survey by Pulse, Inc. Ask WOR-tv to send you the sales impact study. Call LOngacre 4-8000: ask for Sales.



Virginia: state of presidents

Mount Vernon—Home of Washington

What does leadership spring from? It's hard to say—
yet it's safe to link that unique quality to alertness,
ingenuity, practical idealism, and a pioneering spirit.
Virginia is aptly termed the State of Presidents.
Among the nation's leaders, Washington, Jefferson,
Madison, Tyler, Taylor, Monroe, William Harrison,
and Wilson all called the Old Dominion home.
Is it coincidence that the State of Presidents
led the way when the revolutionary air duo,
radio and television, first dawned on the horizon?
Is it coincidence that WMBG, WCOD (FM) and WTVR,
First Stations of Virginia, lead sponsors
right into the hearts of their vast audiences?

WMBG AM **WCOD** FM

WTVR TV

Havens & Martin Stations are the *only*
complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA

just what the doctor ordered

In Albany-Troy-Schenectady
WTRY has the greatest
audience morning, afternoon
and evening, for the lowest
cost-per-thousand families reached.

Advertising costs need not
be too rich for your blood
in Albany-Troy-Schenectady.
WTRY is your spring tonic to boost sales
and make that budget go farther.

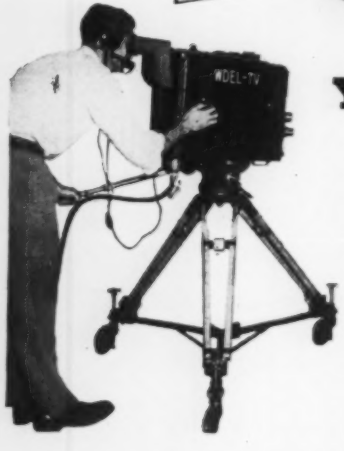
℞ Sanitmias gr XV
Amer Mono 3ss
M. et fiat Balmis in 12
Sig/ One eight and morning
Dr. McInnis

℞ WTRY

ALBANY-TROY-SCHENECTADY

represented by Headley-Reed

ed every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



YOUR INCOME TAX

With March 15 at hand, WDEL-TV is presenting a series of programs on Income Tax. The telecasts are designed to aid the average citizen when preparing annual income tax reports. In addition to a discussion of the routine involved in filling out tax forms, the programs also answer many specialized questions concerning points confusing to the many taxpayers. Staff men from the Delaware Internal Revenue offices, were called upon by WDEL-TV to lead the discussions and answer questions.

YOUR INCOME TAX is one of many WDEL-TV public service programs designed to serve both listeners and advertisers in its broad coverage area.

WDEL-TV

WILMINGTON, DELAWARE

WDEL AM TV FM

Represented by

ROBERT MEEKER ASSOCIATES • Chicago • San Francisco • New York • Los Angeles

at deadline

CLOSED CIRCUIT

ARRING unforeseen developments, FCC will t only promulgate new TV allocations prior April 1 but will also move toward licensing additional stations in blank and one-station arkets before July. Heat is on to get more V coverage prior to election and FCC Chairan Paul A. Walker has been so advised by hite House.

AJOR STATION representatives are atempting to discourage stations from acceptg package deals from key accounts during mmer amounting to sale of evening radio me at daytime rates or less. Argument is at such a deal made with one advertiser will oke prompt demands for equivalent terms om other major clients with ultimate breakwn of present radio station rate structure. epresentatives privately admit fears that any stations will accept tempting offers of rge summertime contracts, even at cut rates, d noted that if national spot deals aren't ade, networks will presumably sell on that asis, at least for owned and operated stations, us whatever others they may align.

LL-INDUSTRY Affiliates Committee, formed pontaneously at least year's NARTB convenon during network rate-cut crisis, may be oking for new chairman at or after this ear's NARTB conclave (March 31-April 2). aul W. (Fritz) Morency, WTIC Hartford, who as shepherded committee through past year's tivities, reportedly feels he should be reeved of chairmanship so he can concentrate station-management duties.

RITE OFF prospect that FCC will hold that nsolidation of AM licenses for single TV nstruction permit will be construed legally duopoly. It won't be. Therefore expect bstantial number of "marriages" of applints, notably in "scarcity" markets once alcations are formalized.

HERE'S undercurrent of interest at FCC in ay broadcasters handle per inquiry business nd type of advertisers who buy time that way.

RIPE-AIRING huddle of NBC video affiliates ay develop during NARTB Chicago convenon. Project now in talking stage would be llow-up to rump meeting held by affiliates st October just before industrywide television de session in same city.

NTERNATIONAL HARVESTER, through cCann-Erickson, Chicago, has turned down the second time a pitch for network radio verage of the national political conventions. BC's was first, followed by Mutual, which ggested an institutional campaign in rural eas for about half a million dollars.

ITIZENS COMMITTEE for Eisenhower for esident, whose radio and TV publicity and omotion are being handled by Young & ubicam, N. Y., has been looking for availabilities on spot basis in radio and TV in some

(Continued on page 6)

S. C. ENACTS LIBEL LAW; ASSEMBLY TV STUDIED

EXEMPTION from libel liability in speeches by political candidates granted broadcasters and telecasters under South Carolina bill signed into law by Gov. James F. Byrnes.

South Carolina General Assembly is cooperating with potential telecasters in state in study of plans to telecast some of its public proceedings. Both Senate and House adopted proposal of WIS Columbia that policies be investigated. Legislators commended FCC on progress being made to bring local TV service into state.

Libel bill was introduced in Assembly by House Judiciary Committee at request of South Carolina Broadcasters Assn.

WSAZ STOCK SALE BRINGS $500,000

SALE of minority 48% interest in WSAZ Inc., licensee of WSAZ-AM-TV Huntington, W. Va., for $500,000 was consummated Friday. Previous 52% stockholder Huntington Publishing Co. *(Huntington Herald-Dispatch* and *Advertiser)* now owns 89%, and Mrs. Eugene Katz, wife of Katz Agency executive vice president, 11%.

Minority interest was bought from Kennedy Broadcasting Co. (John A. Kennedy-KFMB-AM-TV San Diego).

The Katz Agency has represented Huntington newspaper company since 1917, WSAZ since 1929 when newspaper bought it.

Since there is no transfer of control, FCC approval is not required. Huntington Publishing Co. is controlled by Col. J. H. Long and family. Stations are run by Lawrence H. (Buddy) Rogers.

BUSINESS BRIEFLY

SPOTS FOR SALT ● General Foods, N. Y., for its diamond crystal "Weather-Pruf" Salt, placing spot radio and TV announcement campaign, effective April 1 for 13 weeks, in 20 radio and 15 TV markets, principally in South. Benton & Bowles, N. Y., is agency.

BEER ACCOUNT ● Keeley Brewing Co., Chicago (beer and ale), names Presba, Fellers & Presba, same city, to handle its account effective immediately. Radio and TV are used. William Presba is account executive.

16 MARKETS FOR STARCH ● General Foods, N. Y. (Satina starch), through Foote, Cone & Belding, N. Y., conducting three-week spot campaign this month in 16 radio markets.

NEW AAAA MEMBER ● Burlingame-Grossman Adv., Chicago, elected to membership in American Assn. of Advertising Agencies.

ARGENTINE AGENCY ● Sudynor-S.R.L., Buenos Aires, has named McCann-Erickson's office there to handle Argentine advertising of its Clorofil tablets.

COTT NBC V. P.

TED COTT, general manager of NBC's WNBC-AM-FM and WNBT (TV) New York, elected to NBC vice presidency at board of directors meeting Friday, President Joseph H. McConnell announced. Mr. Cott joined NBC as manager of its New York stations in April 1950 after serving WNEW New York since 1944, first as director of programming and later as program vice president.

Anti-Trust Suit Urged Against Boxing

FEDERAL anti-trust suit to end "restraints of trade in promotion and broadcasting of championship professional boxing bouts" was recommended by federal grand jury in New York Friday.

Recommendation was made by grand jury which has been investigating boxing practices nationally since last October.

Ring practices with respect to telecasts and theatre TV coverage of fights presumably would be involved as well as radio broadcast coverage. Grand jury's use of word "championship" would appear to limit scope of potential effect, however, observers felt.

To what extent radio and television broadcasters might themselves figure in trial of suit, if one is filed, could not be ascertained. Nor was there any immediate indication of what Justice Dept.'s decision on recommendation would be.

There has been sharp rivalry between broadcasting networks and theatre TV interests for rights to number of major bouts—not always "championship" bouts—and opponents of theatre television, including some in Congress, have challenged both legality and propriety of boxing promoters selling exclusive rights which make fightcasts unavailable to home audiences.

In addition to major championship fights, regularly sponsored series include Pabst Sales Co.'s *Blue Ribbon Bouts* on CBS Radio and CBS-TV on Wednesdays, and Gillette Razor Co.'s *Cavalcade of Sports* on NBC-TV and ABC radio on Fridays.

Overall, first speculation following grand jury's recommendation was that, if suit is instituted, boxing's promotion practices cover such broad field that testimony on that subject probably would outweigh considerably, in volume, portions relating to practices with respect to broadcasting rights.

No specific organizations were named in grand jury's terse recommendation, but spokesmen for International Boxing Club, one of dominant figures in fight field, were quoted as saying IBC officials and presumably representatives of all major boxing promoters had appeared before grand jury.

It was estimated IBC has radio and TV contracts valued at more than $1 million for Wednesday night and Friday night fights.

Text of grand jury's recommendation, presented to Federal Judge William Bondy:

"After hearing the evidence in this matter, this grand jury recommends that the Attorney General of the U.S. consider filing a civil action under the antitrust laws to eliminate restraints of trade in the promotion and broadcasting of championship professional boxing bouts."

for more AT DEADLINE turn page

at deadline

RAYBURN COMMENDED BY NEW YORK BAR GROUP

RULING of Speaker Sam Rayburn banning broadcast and telecast pickups from House hearings commended by Civil Rights Committee of New York Bar Assn. (see story page 25). Committee is headed by Louis Waldman, New York City attorney.

Problem of protecting rights of witnesses before legislative committees not solved by ban, however, according to committee. It urged Congress to adopt comprehensive, uniform code of procedure previously proposed by association.

HILL TELECASTS URGED BY REP. CHARLES HOWELL

TELECASTING of Congress proceedings advocated by Rep. Charles R. Howell (D-N. J.), in weekly newsletter to constituents. Commenting on parliamentary steps taken to kill Universal Military Training legislation, he said House action last Tuesday "makes a rather good case for televising at least occasional important session of Congress.

"If the public could have been let in on and understood the strange and assorted activities of many members on this and other occasions, I have no doubt that our legislative deliberations would be constructively improved."

ELECTRONICS WEEK SLATED FOR MAY 18

WEEK of May 18 has been designated as Electronics Week by Chicago Mayor Martin H. Kennely in recognition of eight electronics groups which will meet there that week for the parts show and Audio Fair.

Parts show is sponsored by RTMA, National Electronic Distributors Assn., Assn. of Electronic Parts & Equipment Mfrs. and West Coast Electronic Mfrs. Assn. and Sales Managers Club, Eastern Div. Parts manufacturers and sales managers will meet during show. Audio Fair is sponsored by Audio Engineering Society.

PARTY COVERAGE WARNING

BROADCAST and telecast groups desiring work space at Presidential nominating conventions in Chicago notified Friday they should apply at once to Standing Committee of Correspondents at Senate Press Gallery, Washington, D. C. Space supplied by national committees. Chicago hotel work space can be obtained from two national committees headquartering in Conrad Hilton Hotel, Chicago. Deadline for work space applications is May 1.

RAYTHEON DIVIDEND

BOARD OF DIRECTORS of Raytheon Mfg. Co., Waltham, Mass., has declared regular quarterly dividend of 60 cents per share of $2.40 cumulative preferred stock. Payment will be made on April 1 to holders of record at close of business March 15.

AGENCY CLOSES OFFICE

KNOX REEVES ADV. Inc., headquartering in Minneapolis, will close its San Francisco branch office effective April 1.

In this Issue—

CBS makes two moves in its jockeying to gain TV outlets. A merger in Minneapolis-St. Paul will give the network a 47% interest in WTCN-TV and WCCO, and in Pittsburgh, the network has bought 45% of KQV, an applicant for television. *Page 23.*

National Assn. of Radio and Television Station Representatives warns against yielding to General Mills cut-rate deal for summer spots. It would only open the gate for another race to rate cutting. *Page 30.*

Networks took in more money from television than from radio in 1951, according to FCC report. TV network revenue was $132.2 million. Radio network revenue was $100.4 million. *Page 61.*

There isn't much hope that Speaker Rayburn's ban against radio and television coverage of House hearings will be upset, particularly if broadcasters don't take more interest in advancing their cause. Meanwhile, radio gets a break from the executive branch—admission to Dean Acheson's news conference. *Page 25.*

Truck drivers may not seem to constitute a very big audience, but at KOY Phoenix an all-night show directed principally to them is proving to be a money-maker for its producers and its sponsors. *Page 28.*

How profitable is a television station? Plenty, if the detailed financial reports of two put in evidence at the Paramount hearing before the FCC can be taken as typical. *Page 63.*

To NBC, talent competition and the allocation of construction materials are an interlocking problem. The network tells the National Production Authority that unless it gets material to improve its Hollywood facilities, it could lose out to other networks in the television talent war. *Page 29.*

What if Sen. Kefauver won the Presidency? He says he'd try to give radio and television equal access to news coverage with the press; he'd change the present "security" system to provide maximum flow of news from government. *Page 44.*

Television and transistors are topics that steal the show at the annual convention of the Institute of Radio Engineers. *Page 27.*

In the look-ahead businesses of radio and television, networks are already shaping up their plans for summer selling. *Page 23.*

Upcoming

Mar. 12: WKAR-Michigan State College 7th annual Radio-TV Conference, Kellogg Center, Michigan State College, East Lansing, Mich.

Mar. 15: West Virginia Broadcasters Assn. meeting, West Virginian Hotel, Bluefield, W. Va.

Mar. 30-April 2: NARTB 30th annual convention, Conrad Hilton Hotel, Chicago.

(Other Upcomings page 38)

Closed Circuit

(Continued from page 5)

states. Whether campaign will actually placed probably will depend on whether money can be accumulated by fund for Eisenhower. Committee had tentatively ordered NBC-TV quarter-hour for Feb. 28, March 13, and 20 but cancelled after Feb. 28 broadcast, reportedly for reasons of cost.

MEMBERS of Crosser Commerce Committee in House pulling oars on McFarland bill (S 658). Announcement that committee is ready to consider bill for reporting is imminent.

TV SERVICEMEN'S battle under way in nation's capital, with major firms raising funds for all-media drive to combat newspaper ads of $1.98-$2.98 operators on ground many viewers are being fleeced out of large fees. Claim made bargain outfits often charge big fees for routine repairs.

EFFECTIVE APRIL 1, R. J. Reynolds Tobacco Co. (Camel and Cavalier Cigarettes) is expected to switch network time periods on CBS-TV, drop its Wednesday half-hour at 10:30 p.m. time on NBC-TV. Cavaliers will forsake the CBS-TV Tuesday 10:30-11 p.m. time, switching *My Friend Irma*, from that spot to Friday 8:30-9 p.m., and Camel will move *Man Against Crime*, currently on Friday to its newest buy, Thursday 9-9:30 p.m. on CBS-TV, former *Alan Young Show* time. In addition Camel expects to renew its *Camel News Caravan* on NBC-TV, 7:45-8 p.m. five times weekly, and early in June will expand program throughout West on live basis. *Pantomime Quiz*, being dropped from NBC-TV, probably be resumed by Camel in fall on network not yet selected. William Esty Co., N. Y. is agency.

WESTERN UNION REPORT

WESTERN UNION TELEGRAPH Co. Friday reported gross operating revenue of $17,643,547 for January 1952, an increase of 7.2% over January 1951. Decreased net income of $282,558 after taxes for January 1952 compared to $609,832 for same period 1951, was result of higher federal income taxes and increased wages not fully offset by telegraph rate revisions, officials said.

RADIO DOCUMENTARY

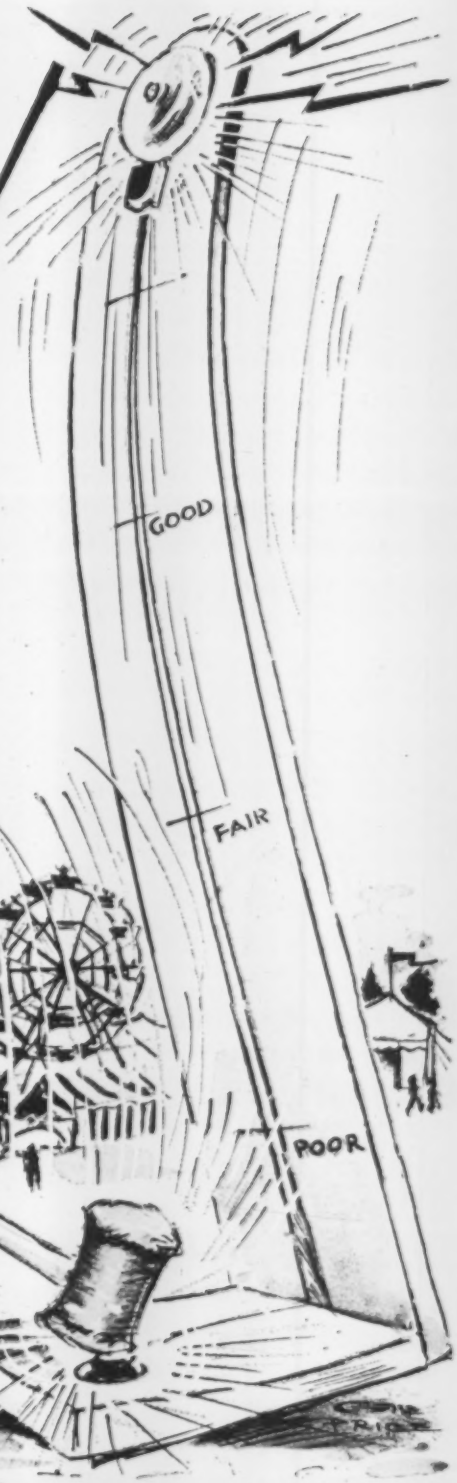
HISTORY of advertising—from known start 3,000 years ago to present day—was to have been subject of half-hour documentary program over ABC radio, Saturday, 7:30-8 p.m. EST, featuring talk by Theodore Repplier, Advertising Council president. Mr. Repplier was to discuss work of advertisers, agencies and media in utilizing each phase of advertising art.

FLORIDA POLITICAL LAW

FLORIDA's new law requiring treasurer of each political candidate to handle all campaign funds was argued last week in a circuit court at Lakeland. Counsel for W. A. Smith, president, WPLA Plant City, attacked law claiming it abridges right of free speech as applied to purchase of radio time. State attorney general argued law is aimed only at curbing corruption of elections, does not deny any constitutional rights. Circuit Judge Tillman withheld ruling, observed that "it is a difficult question" and would require further study.

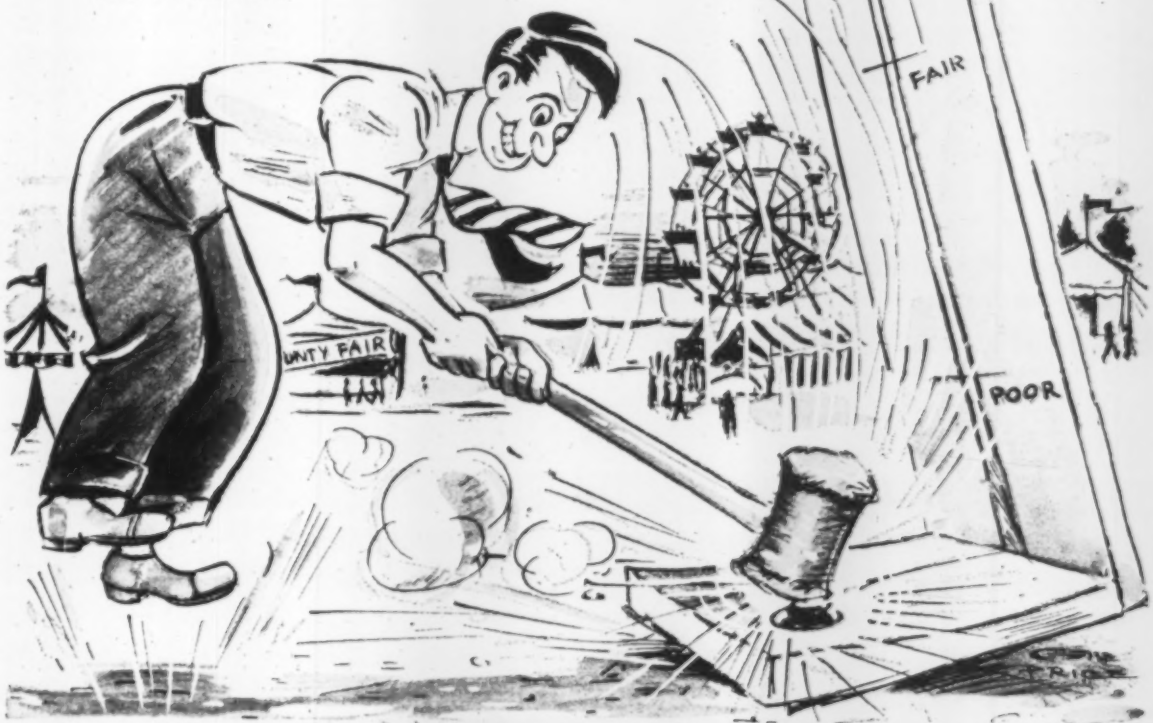
for more AT DEADLINE see page 94

WREC
Rings the Bell for better performance.



Hooper Ratings Average Higher Than Any Other Memphis Station.

The quality of programming, the tonal qualities, the first class professional atmosphere of its presentations—all contribute their parts to the welcome reception given to WREC as the first station in its rich 76 county market—one of the country's best and most prolific sales units.



WREC

Affiliated with CBS RADIO
600 Kc. 5,000 WATTS

Memphis No. 1 Station

Represented by
the KATZ AGENCY

CKLW

OUTPULLS

ALL OTHER DETROIT STATIONS IN

"Mystery Melody" Contest!

- Proof positive of the powerful impact and listening popularity of this 50,000 watt station. This one month CKLW came near to outpulling four other stations *combined* with this unique sales gimmick, identical on all stations, at a "lead" cost of approximately one third the next ranking station. Proof again that in the Detroit Area you can't miss when you schedule CKLW. Plan your schedule now! Put this 50,000 watt power to work for you at less cost . . . for greater response!

HERE ARE THE FACTS

	Leads	Expenditure	Cost Per Lead
CKLW	10,448	$4057.00	38.8 cents
Station B	3,943	3800.00	93.8 cents
Station C	2,609	3800.00	$1.46
Station D	992	1300.00	$1.31
Station E	3,863	3600.00	93.2 cents

In The Detroit Area It's

CKLW MUTUAL

Guardian Bldg.
Detroit 28, Mich.

J. E. Campeau
President

Adam J. Young, Inc.
National Rep.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

IN THIS BROADCASTING . . .

DEPARTMENTS

Agency Beat	22
Aircasters	54
Allied Arts	57
Editorial	50
FCC Actions	86
FCC Roundup	91
Feature of Week	18
Film Report	78
Front Office	52
New Business	16
On All Accounts	12
On the Dotted Line	45
Open Mike	29
Our Respects to	56
Programs, Promotion, Premiums	83
Strictly Business	28
Upcoming	30

TELECASTING Starts on page 59

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Dave Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor.* STAFF: John H. Kearney, Patricia Kielty, John Osbon, Keith Trantow. EDITORIAL ASSISTANTS: Pat Kowalczyk, Don Mortimer, Jean D. Statz, Hilda Toler; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Doris Kelly, Betty Krebs; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Doris J. Buschling, Ruth W. Davis, Grace Schorm, Elwood M. Slee, Clyde Baker.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *Plaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Dorothy Munster, William Ruchti, Liz Thackston. **Bruce Robertson, *Senior Associate Editor.***

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0771* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate Broadcast Advertising • was acquired in 1933 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

NOW! LOG and BILL QUICKLY, SIMPLY!

DAILY LOG | INVOICES | ANALYSIS

. . . the new, IBM SERVICE BUREAU WAY*

Advantages

1. Frees valuable personnel from tedious clerical work.
2. Helps you provide better service to program sponsors.
3. Expedites billing for first-of-month mailing.
4. Provides you with clear, accurate up-to-date operating records.
5. Makes available comprehensive sales analysis by any classification desired.

This tested method reduces the burden of logging, posting, and billing.

The local IBM Service Bureau handles the operation on IBM machines . . . accurately, swiftly. All *you* do is provide basic information about each sponsor and program. No need for log typing or manual account posting. At billing time invoices are ready for the mail . . . completely itemized for the sponsor. In addition, you can have important sales analyses whenever you want them.

IBM Service Bureaus offer this quick, confidential service at low cost.

**Meets FCC requirements*

For full information, call the local IBM Service Bureau or mail the coupon below.

IBM, Dept. BT
590 Madison Avenue, New York 22, N. Y.

Please send me a copy of "Program Logging and Billing."

Name

Title Station

Street

City State

IBM

INTERNATIONAL BUSINESS MACHINES

It's all the same to us . .

The seasons are all great in sunny Southern California. During June, July and August, for example . . .

RETAIL SALES ARE HUGE. More than ¼ of the year's retail business is done during the three Summer months. Summer sales alone amount to almost 2 billion dollars—more than the total *annual* retail sales of Ft. Worth, Nashville, Providence, Omaha, Tampa and Tacoma *combined.*

TOURIST TRADE IS TERRIFIC. Last year, more than 3 million free-spending out-of-state tourists rolled into Southern California . . . 39.2% of them in the Summer.

RADIO'S TERRIFIC TOO! Winter and Summer, radio attracts the same big audience in Southern California. (Sets-in-use show only a slight difference —20.9 March-April, 20.8 July-August, 21.7 November-December.) And season after season, it's *KNX* that attracts the biggest audience, with a Summer average share of audience of 21.1 in Los Angeles—*only 6/10 of one point below November and December.*

You can sell as well in Southern California during the Summer as you do any other season of the year. Just use . . .

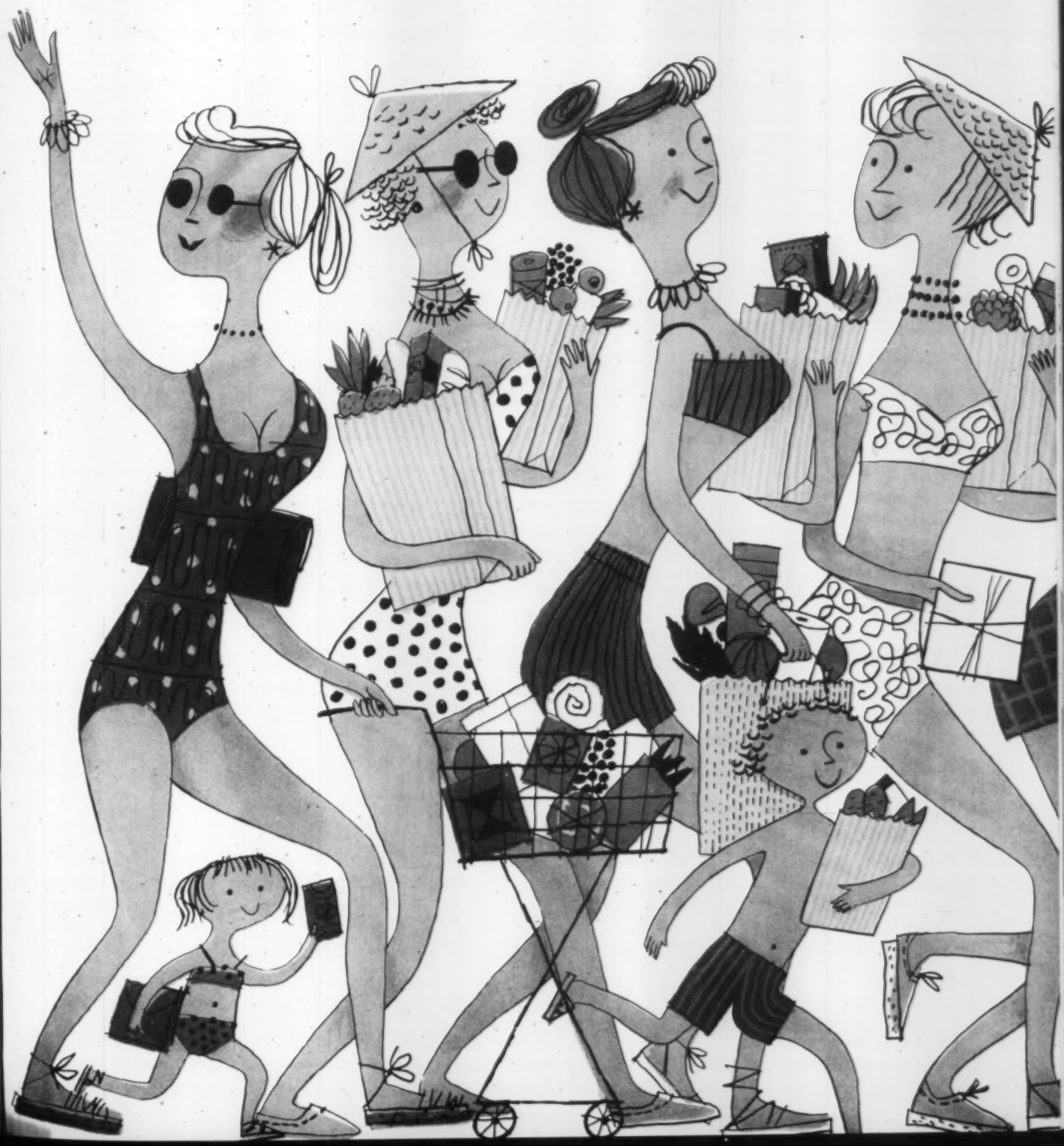
KNX

Los Angeles—"*The All-Year Market*"

50,000 watts • CBS Owned • Represented by CBS Radio Spot Sales

Sources: Calif. State Board of Equalization
Sales Management Survey of Buying Power,
Los Angeles All Year Club, Pulse of Los Angeles.

. . fall, winter, spring and summer!



TWO TOP
CBS RADIO STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.

agency

CHARLES PUMPIAN, manager of media department, Henri, Hurst & McDonald, Chicago, elected vice president in charge of media; **DANIEL W. FOSTER** and **MARTIN ZITZ**, agency account executives, also elected vice presidents.

DONALD E. TOMKINS, Campbell-Ewald, N. Y., resigns as director of radio-TV program procurement to open own consultant service.

PETER SCHAEFFER, account executive, Robert Orr & Assoc., N. Y., to McCann-Erickson, same city, as senior account executive assigned to drug accounts.

LARRY WHERRY elected vice president of Sherman & Marquett, Chicago.

JOHN HEVERLY, account executive, Botsford, Constantine & Gardner, Seattle, elevated to vice president.

MAX F. SCHMITT, J. Walter Thompson Co., N. Y., to Foote, Cone & Belding there as account executive.

JAMES McEDWARDS, sales staff, NBC Chicago, to Tatham-Laird, that city, as account executive on Toni Co. products.

on all accounts

TOM MacWILLIAMS, TV director, Smith Taylor & Jenkins, Pittsburgh, began his career as a producer at the age of eight.

His mother knew where to look if her best bed sheets were not in their customary place. Chances were she would find them in the back yard.

It took only a boy's imagination and a clothesline prop to convert the sheets into a "big top" good enough for a kids' circus.

With neighborhood children, he rounded up stray cats and other animals for the "menagerie." Young Tom MacWilliams was ringmaster.

His first contact with radio came with writing about it for newspapers and trade magazines. Then in 1928, he worked for six months with Smilin' Ed McConnell, heard regularly over WSM Nashville, writing special material.

Mr. MacWILLIAMS

Mr. MacWilliams was associated with Lou and Janet Zoeller, writing lyrics for theme songs and jingles used on the then famous *Sunshine Club* for children. These programs were heard successively on WTNT Nashville, WTIC Hartford and WSB Atlanta.

In the early '30s, in association with others, he operated Broadcast Features Service Syndicate, a service designed to supply scripts on a nationally syndicated basis.

In 1936 when WSIX began operation in Nashville, he joined the station as continuity and script writer. He remained at WSIX for seven years, becoming continuity director and later branching into his old love, producing. He also found time while at WSIX to set up the station's first music library.

In 1943, Mr. MacWilliams joined the radio department of Smith, Taylor & Jenkins and a year later became head of the agency's radio department.

From radio to video was a logical step for the creative talents of this veteran producer. As early as 1944 he undertook serious preparation for entering the new industry.

Mr. MacWilliams visited the few stations then in operation, sitting in on rehearsals and production preparation. He was present at all national gatherings held to study television.

His greatest thrill, Mr. MacWilliams recalls, was when he crossed the imaginary line which separates those with notebooks in the audience from the "experts" on the

(Continued on page 82)

beat

ALAN M. WARD, vice president in charge of BBDO's Buffalo office, elected to agency's board of directors.

PETER SCHAEFFER, Robert W. Orr & Assoc., N. Y., to McCann-Erickson Inc., that city, as senior account executive.

PERRY R. THOMAS, account executive, Beaumont & Hohman, Chicago, elected a vice president.

CYRIL J. MULLEN, copy director, Needham, Louis & Brorby, Chicago, to Tatham-Laird, that city, as group copy director.

RICHARD E. GOODMAN, assistant advertising manager, Krich-Radisco Inc., New Jersey appliance distributor, to copy staff of Hicks & Greist Inc., N. Y.

CHARLES L. BABCOCK rejoins Babcock & Wells, N. Y., as account executive.

RAY SINATRA Jr. to Biow Co., Hollywood, radio-TV production staff.

HAROLD A. LIGHTMAN, formerly with William H. Weintraub & Co. and Grant Adv., to Robert Otto & Co., N. Y., as account executive.

FLOYD HOLM, manager of Hollywood office of Compton Adv., named agency supervisor on Frank Wisbar Productions *Fireside Theatre*, half-hour TV film series.

ROY S. DURSTINE Inc., L. A., relocates at 3440 Wilshire Blvd., same city. Telephone is Dunkirk 8-3411.

MARGERY A. FINCH, formerly of Ruthrauff & Ryan, Chicago, and **MRS. STEPHEN G. GRAHAM**, Weiss & Geller, that city, to copy staff of Chicago office of Needham, Louis & Brorby.

LEO BURNETT Co., Los Angeles, moves to 1680 N. Vine St., Hollywood in mid-March.

JOHN MOWBRAY, account executive, KJBS San Francisco, to Jim Diamond Adv., that city, as vice president.

J. R. PERSHALL Co., Chicago, and **CONLEY, BALTZER, PETTLER & STEWARD**, S. F., elected to membership in American Assn. of Adv. Agencies.

W. C. ANDERSON, Foote, Cone & Belding, S. F., to Emil Reinhardt Adv., Oakland, Calif. as account executive.

HAROLD KIRSCH Co., St. Louis, moves to 8147 Delmar Blvd. March 15.

MARKET TV Assoc., L. A., moves to 1680 N. Vine St., Hollywood. Telephone is Hempstead 3251.

HERBERT D. FRIED, Foote, Cone & Belding, Chicago, named account executive of grocery trade division of Armour & Co., same city.

PAVIA AGENCY, S. F., moves to Phelan Bldg., 760 Market St., and announces plans to open office in Rome, Italy, this summer.

HARRY SPEARS, Ward Wheelock Co., Hollywood, supervisor of NBC radio *Double Or Nothing*, father of boy, Feb. 27.

JIM DIAMOND Adv., S. F., moves to larger quarters at 812 Market St.

NICK KEESLEY, vice president in charge of radio and television, Lennen & Mitchell, New York, in Hollywood this week to look over properties for newest client, Schlitz Brewing Co. [B•T, March 3]. Schlitz will sponsor half-hour film show on CBS-TV at least until June 1, when L & M takes over.

LEE RICK, media director, William H. Weintraub & Co., N. Y., to Benton & Bowles, N. Y., in media department as print supervisor.

VIRGIL A. WARREN Adv., Spokane, and **ATHERTON Adv.**, L. A., elected to membership in American Assn. of Adv. Agencies.

MUTER, CULINER, FRANKFURTER & GOULD, Toronto, has moved to 1121 Bay St. New phone is Princess 3778.

"Breakfast at the Lenox" cast celebrates show's third anniversary — over 800 broadcasts with original cast still intact. Left to right are Producer Gene Brook, Organist Nelson Selby, Emcee Ed Dinsmore, Baritone Harry Schad, Announcer John Corbett and Tom Brown, Hotel Lenox manager.

Cut yourself a piece of business at breakfast . . .

Yes, a ten-minute slice of "Breakfast at the Lenox" will cut you in on a big share of the prosperous Niagara Frontier market. You'll sell your product in a big way telling your story two, three or five times a week on this popular program — rated tops over all local and network radio in Buffalo from nine-fifteen to ten A. M.

"Breakfast at the Lenox" is a fast-moving audience-participation show with plenty of human interest and live talent. An indication of its great following is the capacity crowd that packs the Sepia Room of the Hotel Lenox every morning. So far, more than 55,000 women have *personally* attended to enjoy the music, songs, refreshments, prizes and interviews with outstanding personalities from public life and the entertainment world.

Call Petry today to find out how you can *sell* with this low-cost, big-audience show.

WBEN

NBC BASIC BUFFALO

Represented Nationally by Petry

unquestioned leadership...
phenomenal following...
with AP NEWS

"Our top prestige builder."

Harben Daniel
President and General Manager
WSAV, Savannah, Georgia

"52.7% of listening audience."

Howard Dahl
President and General Manager
WKBH, La Crosse, Wisconsin

Hundreds of the country's finest stations announce with pride ***"THIS STATION IS A MEMBER***

Says WSAV President and General Manager Daniel: "The superior coverage we get from The Associated Press on international, national and regional news, together with the efforts of our own staff, has given us unquestioned leadership in the broadcasting of news, and an important source of revenue."

From Joseph H. Harrison, Vice President of Citizens and Southern National Bank, WSAV's biggest AP news sponsor: "AP news has been eminently successful as a proper vehicle for our theme — 'building a greater industrial South.' It attracts a maximum audience for our advertising message. It also helps us to advance the business and civic life of this area."

Reports WKBH President and General Manager Dahl: "Our fifteen minute AP news shows have an average of 52.7% of the La Crosse listening audience for ALL weekday broadcasts from 8:00 AM to 10:00 PM . . . a phenomenal figure! AP spot coverage is fast, AP features are bright, and AP prestige is important to listeners and sponsors alike."

And from Harold H. Grupp, Advertising Manager of Nelson Clothing Co., largest AP news sponsor on WKBH: "Time and again we have demonstrated by test sales that our AP newscasts on WKBH bring more response per advertising dollar than any other type of program we can use!"

OF THE ASSOCIATED PRESS."

Associated Press . . . constantly on the job with

- a news report of 1,000,000 words every 24 hours.
- leased news wires of 350,000 miles in the U.S. alone.
- exclusive state-by-state news circuits.
- 100 news bureaus in the U.S.
- offices throughout the world.
- staff of 7,200 augmented by member stations and newspapers . . . more than 100,000 men and women contributing daily.

PRODUCTIVITY talks—PRODUCTIVITY is the test—PRODUCTIVITY in leadership and peak audience listenership! Complete, comprehensive AP news coverage produces results in SALES . . . for the station and for the sponsor.

For information on how you can gain extra prestige and sales with AP news, contact your Associated Press Field Representative, or . . . WRITE

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N.Y.

COVERAGE ALONE ISN'T ENOUGH

In Atlanta don't hide your sales message in the bushes—let WGST put it out in front of the eager buyers in the bustling market. Capitalize on WGST's top rated local and ABC programs; WGST's complete market coverage; WGST's front line merchandising support to wholesalers and retailers. We've been successfully selling in this market for 28 years, so take advantage of the "know how" we offer for your product. For complete market and station information contact WGST or our national reps.

WGST
ABC · ATLANTA
5,000 WATTS 920 KC
NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
CHAS C. COLEMAN

new business

Spot • • •

VAN CAMP SEA FOOD Co., Terminal Island, Calif., through Brisacher, Wheeler & Staff, S. F.; **WESSON OIL Co.**, New Orleans, through Kenyon & Eckhardt, N. Y., and Fitzgerald Adv., New Orleans, and **GENERAL MILLS**, Minneapolis, through Dancer-Fitzgerald-Sample, N. Y., start concentrated three-way tie-in Lenten campaign. Advertising media include 8,691 commercial spot announcements on 662 radio stations and 428 on 87 TV stations.

CALGON Inc., Pittsburgh (water conditioner), to launch TV spot campaign in key market areas. Agency: Ketchum, MacLeod & Grove, Pittsburgh.

AMERICAN TOBACCO Co. to sponsor Dodger home games on WOR-TV New York and both home and out of town games on WMGM that city. Co-sponsor for two station coverage is Schaefer Brewing Co. [B•T, Feb. 11]. Agency for both advertisers: BBDO, N. Y.

GRAND UNION Co., N. Y., extends sponsorship of *Sharing the Editors* to WNBF-TV Binghamton, N. Y. Show currently runs on WABD (TV) New York and WBZ-TV Boston. Agency: Bagder, Browning & Hersey, N. Y.

Network • • •

ELECTRIC COMPANIES ADV. PROGRAM, N. Y., starts *Meet Corliss Archer* on ABC radio, Sun., 9:15-9:45 p.m. (EST), for 26 weeks from April 6. Agency: N. W. Ayer & Son, Hollywood.

HOFFMAN RADIO Corp., L. A. (radio, TV sets), starts *Bob Garred and the News* on 10 ABC Pacific Coast stations, Tues. and Thurs., 7:30-7:40 a.m. PST, for 52 weeks from March 11. Agency: Foote, Cone & Belding, Hollywood.

INTERNATIONAL SHOE Co., St. Louis, to sponsor first 15-minute segment of NBC radio's *Howdy Doody*, Sat., 9-10 a.m. EST, effective March 22. Agency: Henri, Hurst & McDonald, Chicago.

FRED JORDAN Inc., L. A. (religious group), starts *The Church in the Home* on 28 ABC Pacific and Mountain radio stations, Sun. 12:30-1 p.m. PST, for 52 weeks effective yesterday. Agency: Arthur V. Jones, L. A.

ARTHUR MURRAY Inc., N. Y., renews *The Arthur Murray Party*, Sunday, 9-9:30 p.m. EST over ABC-TV, effective immediately. Agency: Ruthrauff & Ryan, N. Y.

Agency Appointments • • •

CHARLES B. KNOX GELATINE Co., Johnstown, N. Y., names William H. Weintraub & Co., N. Y., as agency for television advertising.

DE COURSEY CREAMERY Co., Kansas City, names Merritt Owens Adv., that city. **EARL ALLVINE** is account executive.

GRANDMA'S CAKES & COOKIES, L. A., names Jewell Adv., Oakland, Calif.

M. J. MERKIN PAINT Co., N. Y., names Reiss Adv., that city, for company's Velvet Flow paint.

BURLINGTON MILLS Corp., N. Y., names Donahue & Coe, that city, for Bur-Mil Cameo hosiery.

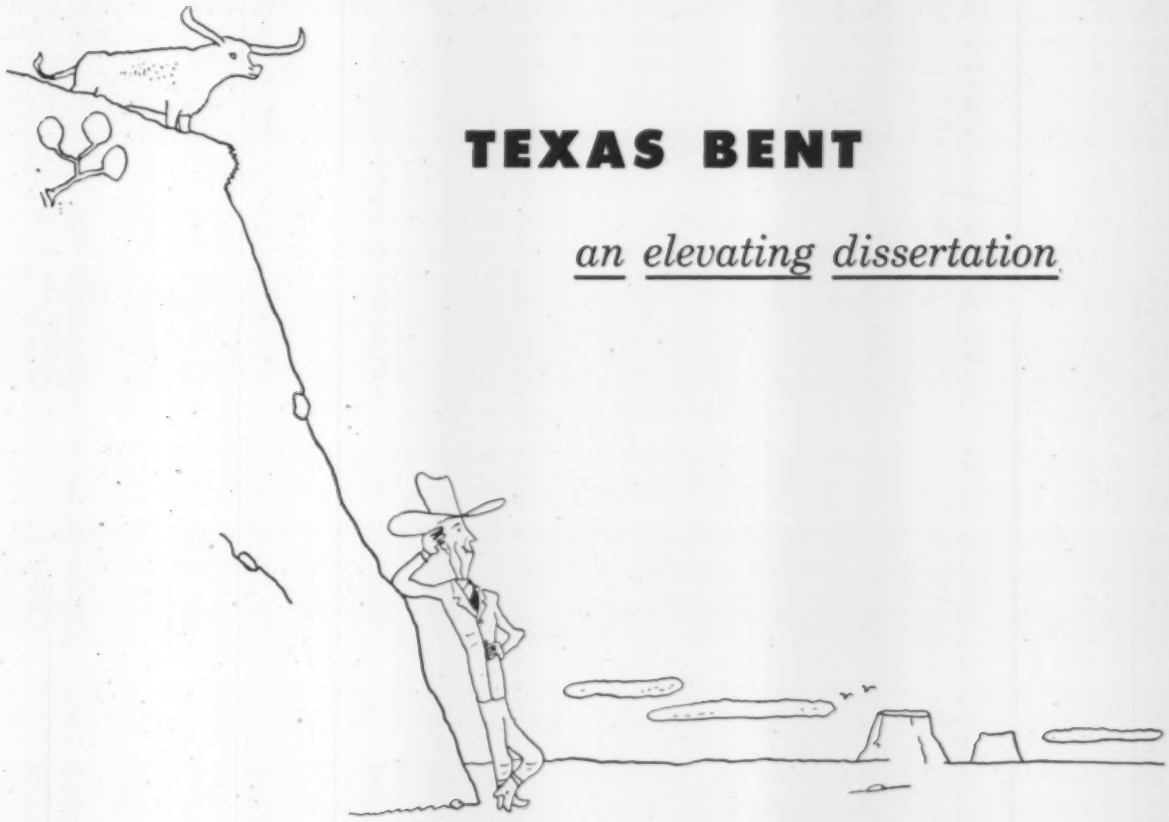
GOLDEN DIPT Div., Meletio Sea Food Co., St. Louis, appoints Olian Adv., that city, to handle Golden Dipt Ready-Mixed Breading account.

Adpeople • • •

HENRY SCHACHTE, national advertising manager, Bordon Co., and **VERNON C. MYERS**, publisher of *Look*, elected to board of directors, Advertising Research Foundation.

C. T. KRUG, Cluett Peabody & Co., N. Y., named advertising manager for McGregor Sportswear, manufactured by David D. Doniger & Co., N. Y.

TOM HOUGH, staff advertising assistant, Kraft Foods Co., appointed company's product advertising manager in charge of Phenix Pabst-ett products.



TEXAS BENT

an elevating dissertation

FLYING across the unfenced sky, or looking from the windows of transcontinental trains, you miss the up-and-downness of the Panhandle's picturesque barrancas. Back in the days when a mile still had meaning, land-hungry settlers bought countless acres cheap—and unseen. One such stopped in the Land Office, so a story goes, to get directions to his newly-acquired property. He got back a month later, was recognized by the clerk, who asked if he had located his land without too much trouble.

"Yes," the settler said, "I found it, but I couldn't get over it. All I could do was lean up against it."

KGNC's 10,000 watts of power climb over, under, around and through the tamed territory of Texas, New Mexico, Kansas, Oklahoma, and Colorado which makes up our market—83 counties in all—of oil-, gas-, cotton-, wheat- and cattle-rich country. Amarillo is the wholesale and shopping center for this enormous area. If you want to "lean up against" about two million prosperous people via radio we'll be mighty glad to help you.

710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

Available!

FOR THE FIRST TIME IN OVER FIVE YEARS, "DUTCH" BERGMAN'S SPORTS SHOW, ON WRC, IS AVAILABLE FOR SPONSORSHIP.

6:35 p.m.—Monday through Friday

When Arthur J. "Dutch" Bergman takes to the air for his nightly sports show on WRC, he brings with him a background rich in athletic experience. Before joining the WRC sports staff eight years ago, "Dutch" had chalked up several years as head coach and scout for the Washington Redskins and ten years as athletic director and head football coach at Catholic University.

The flavor of Bergman's big-league contacts with sports luminaries across the country and down to the average fan provides a tightly edited ten minutes of radio sports reporting. Bergman's sports show is the highest-rated of its kind in the early evening hours.

This availability can't last long, so get on the phone right away and call your nearest NBC Spot Sales office or the WRC Sales Department, REpublic 4000.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

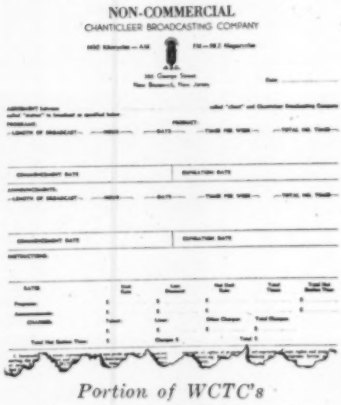
feature of the week

AFTER thumbing through the station's "noncommercial contracts," officials of WCTC New Brunswick, N. J., have calculated that in 1951 the independent outlet had picked up the tab for $46,629 worth of broadcast time donated to more than 100 central New Jersey organizations, health and welfare groups and government agencies.

By using the noncommercial contract forms, which it instituted two years ago, WCTC not only was able to keep easy account of its public service broadcasting record but also impressed upon public service organizations the value of the time they were given. The contract sets forth times and charges and states that:

"Inasmuch as the client represents, or is, a non-profit group or organization serving the public welfare and interest without discrimination as to race, creed or color, radio station WCTC will absorb the costs of the broadcast times and facilities set forth above. No payment is to be made by the client."

The station makes out the contracts in triplicate. One is kept by WCTC, one goes to the client, and one is filed with FCC. Officials maintain 1951's bill of $46,629 represented clear profit. During the year, they explained, surveys showed WCTC gained audience "at twice the rate" of other stations.


NON-COMMERCIAL
CHANTICLEER BROADCASTING COMPANY

Portion of WCTC's "non-commercial" contract

* * *

strictly business

FRED C. BROKAW

* * *

A MAN who says he is never happier than when someone is listening to him is Fred C. Brokaw, executive vice president of Paul H. Raymer Co., national station representation firm.

And when he talks, one of his favorite subjects is the War Between the States. An English major at Cornell, class of '24, he still considers reading a primary hobby, especially political and military biographies, and has focused particular attention on Civil War history. The diplomatic businessman names two favorite generals: the North's Sherman and the South's Longstreet.

Born in Philadelphia in 1903 where his father, John A. Brokaw, was a railroad executive, the Raymer vice president was educated in the public schools there until the seventh grade, when his family moved to Westfield, N. J. After attending high school there, he entered Cornell.

Immediately after his student days, Mr. Brokaw went into space sales for a quality group of magazines and remained to handle such periodicals as *Harpers* and *Scribners* for the following nine years. Deciding that the magazine field was over expanded, he switched to radio, joining the Raymer organization in 1933 and becoming a partner the following year.

He has had his offices in New York except for a period from September 1950 until January of this year, when he was located in Chicago. This January, the Raymer Co. separated radio from television sales in New York and he returned to Manhattan to take direct charge of AM.

Although he believes the radio-

(Continued on page 55)

CLEVELAND

WSRS

"The Family Station"

CLEVELAND'S ONLY *NEWS STATION* ON THE AIR *24 Hours daily around the clock*

WSRS

●"The Family Station" uses the latest "on the spot" voice reporting equipment to cover all kinds of events and local news. WSRS has more active field reporters on their NEWS staff than any other station in Ohio. The WSRS NEWS staff is on the job around the clock. That's why you hear it first on "The Family Station." WSRS makes it their business to report the NEWS when it is really NEWS.

WSRS

LOCAL NEWS EVERY SIXTY MINUTES ON THE HALF HOUR AROUND THE CLOCK

On the air 24 hours daily

"The Family Station"

WSRS

CLEVELAND

NAT'L REP. FORJOE & CO.

ONE OF NEW ENGLAND'S BEST RADIO BUYS...DAY OR NIGHT!

WHAY

5,000 WATTS

910 ON THE DIAL

AND IT'S CONNECTICUT'S MOST INFLUENTIAL INDEPENDENT!

WITH STUDIOS AND BUSINESS OFFICES IN NEW BRITAIN, HERE'S AN INDEPENDENT STATION THAT VIRTUALLY DELIVERS THE ENTIRE STATE . . .

ITS "MUSIC AND NEWS" PROGRAM FORMAT CAPTURES AND HOLDS THE THOUSANDS OF RADIO HOMES THAT PREFER THIS TYPE OF PROGRAMMING AGAINST NETWORK OFFERINGS.

IF YOUR SCHEDULE CALLS FOR CONNECTICUT AND MARKETS LIKE HARTFORD, NEW BRITAIN, MERIDEN, WATERBURY, ETC. YOU CAN JUSTIFY WHAY.

YOU CAN EVEN JUSTIFY WHAY AGAINST TV!
JUST CHECK THE RATE CARD!

WHAY

NEW BRITAIN
CONNECTICUT

Connecticut's Top Salesman!

REPRESENTED NATIONALLY BY ADAM YOUNG

open mike

Bank on B●T

EDITOR:

I wonder if you'd be good enough to send us any articles that have run in the last year covering "bank" advertising? . . .

Franklin T. Cox
J. Cunningham Cox Inc. Adv.
Philadelphia

[EDITOR'S NOTE: En route to Mr. Cox are "TV Puts Money in the Bank" (B●T, Aug. 27, 1951); "Clients Came in Droves" (B●T, July 30, 1951); "Businesswise Bankers" (B●T, June 11, 1951), and "Showing Bank Services" (B●T, Dec. 11, 1950.]

* * *

Not Responsible for . . .

EDITOR:

. . . I recently had an employe who left me, merely saying he was going into another business in the Middlewest or East. That was some two months ago. Today I received a call from the Los Angeles Better Business Bureau as to my placing time for a "freezer" deal on midwestern and eastern TV outlets, under insertion orders from my agency.

Will you pass along to the trade —TV especially—that if they are accepting insertion orders (now known to have disappeared from our files) and not bearing my signature with mailing address from this agency, that they are doing so at their own risk. . . .

Jack Vaughn
Jack Vaughn Adv. Agency
Burbank, Calif.

* * *

EDITOR:

"How Industry Makes Friends by Radio" by George H. Jaspert in the Feb. 25 BROADCASTING • TELECASTING is the most constructive article I have ever read in your magazine and I have read every page and clipped hundreds of them for my permanent files since your first issue.

Industry always has a problem of public and personnel relations. Far too often this problem is ignored and allowed to fester until it breaks out in labor disputes, discriminatory taxation, or other difficulties which cost industry money, productive time and friends. . . .

George Logan Price
George Logan Price Inc.
Malibu, Calif.

Radio's on the Radio

EDITOR:

Answering your question . . . "Did any station . . . tell its audience that there are 105,300,000 radio sets in America?" [B•T editorial, Feb. 18]:

But of course. On all WJAG newscasts for a solid day. We included info with jumbo postal mailing to all local-regional advertisers and potential advertisers. We discussed the data (we even credited networks) on our Class A noontime quarter hour *Voice of the People*. . .

Bob Thomas
Manager
WJAG Norfolk, Neb.

* * *

Misquoted

EDITOR:

I have just finished reading the story on page 106 of the Feb. 25 issue of BROADCASTING regarding my talk at the Illinois [Broadcasters Assn.] meeting in Springfield.

My remarks regarding the networks were misquoted in your story. What I actually said was that in 1951 "throat cutting" tacting were prevailent not only among the networks, but among competitive stations as well. It was my opinion that the industry would be better served by a *more positive* approach on the parts of stations and networks to sell radio as a medium, consistently and realistically.

In addition, I in no way asserted, nor did I imply, that the networks were "un-concerned" about the welfare of radio as a medium.

Walter J. Rothschild
General Manager
WTAD Quincy, Ill.

[EDITOR'S NOTE: B•T regrets the misquotation and is glad to set the record straight.]

* * *

Auctions

EDITOR:

Have just noticed in the Feb. 25 issue of BROADCASTING • TELECASTING a letter written by Jack Mayne of the Chamber of Commerce of Redding, Calif., commenting on the $18,500 raised through a radio auction for the March of Dimes. He said he felt that few areas could equal this record.

No doubt he will be interested in knowing that we here in Bowling Green this year with our auction raised $21,600 net, and the population of Bowling Green is 22,500 or 42,000 population in the county of Warren. . . .

I believe that if Mr. Mayne will check the records, he will find the per capita computation here is greater than in his area. I don't quite figure mathematics as he does. Basing his $18,500 on a population of 28,000 for the county, he says that would be almost $1.25 per head. Unless I'm badly off in my figures, it seems that it would figure some 48 cents per capita. . . .

Ken D. Given
Manager
WLBJ Bowling Green, Ky.

Radio Still Dominates THIS RICH MARKET

Radio delivers MORE sets-in-use in the South Bend market than before TV! . . . Hooper Serveys for Oct.-Nov. 1951 compared with Oct.-Nov. 1945 prove it. Morning up 6.8, afternoon up 8.0 and evening up 4.4. Television is still insignificant here because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market *short*. Wrap it up with WSBT radio.

30 Years on the Air

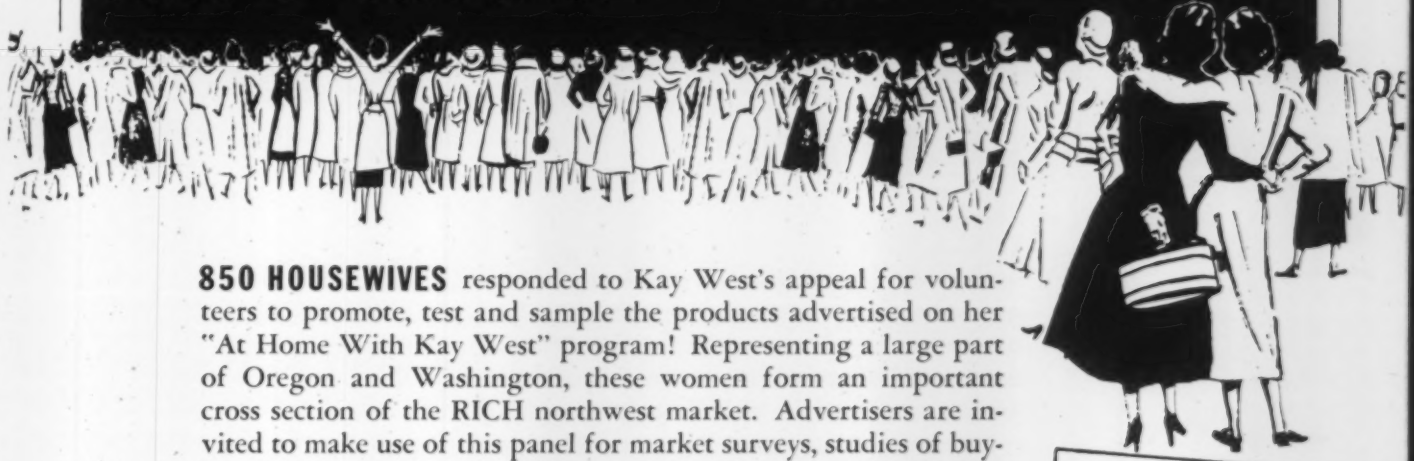
WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

"AT HOME WITH KAY WEST" ANNOUNCES *Preference* OF NORTHWEST HOUSEWIVES

KAY'S KITCHEN KOUNSELORS



850 HOUSEWIVES responded to Kay West's appeal for volunteers to promote, test and sample the products advertised on her "At Home With Kay West" program! Representing a large part of Oregon and Washington, these women form an important cross section of the RICH northwest market. Advertisers are invited to make use of this panel for market surveys, studies of buying habits, checking distribution and displays or for gathering other vital merchandising information. The services of these 850 extra salesmen and goodwill ambassadors are available to Kay West advertisers at no extra cost.

Kay's Kitchen Kounselors are represented in this vast **500**-mile area.

A PERFORMANCE-PROVEN PROGRAM!

"At Home With Kay West" has twice been voted the outstanding women's radio program in the nation by the Grocery Manufacturers of America. It is broadcast Monday through Friday from 1:00 to 2:00 p.m. Consult KEX Sales or Free & Peters for complete details.

KEX

Oregon's *Only* 50,000 Watt Station

ABC AFFILIATE IN PORTLAND

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WBZ • WBZA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

NORTH CAROLINA'S

Number 1 *Salesman*

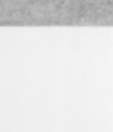
North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

WPTF

also WPTF-FM

50,000 WATTS • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA



FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER

GUS YOUNGSTEADT, SALES MANAGER

BROADCASTING

VOL. 42, No. 10 MARCH 10, 1952

CBS WIDENS HOLDINGS

In KQV, WTCN-TV Minority Pacts

CBS's jockeying for strengthened position in the field of television station ownership [B•T, March 3] last week moved it two steps nearer equality with competitive networks in that score.

● Subject to FCC approval, it reached agreement Thursday which in effect will merge its WCCO Minneapolis-St. Paul with WTCN-TV in the same market and give CBS 47% ownership interest in the dual operation.

● Earlier in the week it confirmed that it had acquired 45% interest in KQV Pittsburgh, a pioneer radio station which also is applying for a TV license.

In the Minneapolis pact, which was understood to involve no exchange of money, a new company will be formed to take over the assets of CBS's WCCO and Mid-Continent Radio - Television Inc.'s WTCN-TV, a Ridder Newspapers-Minnesota Tribune Co. property. Mid-Continent will own 53% of the new company and CBS the remaining 47%.

Mid-Continent, which currently owns WTCN as well as WTCN-TV, will dispose of the radio outlet upon completion of the transaction, under the plan, in conformity with FCC's duopoly rules. Mid-Continent officials said no negotiations had yet been started for its sale. The station is an ABC affiliate operating on 1280 kc with power of 5 kw day and 1 kw night.

Interest in KQV

CBS's cash commitment for the 45% interest in KQV, more than 11 years old and owned by Allegheny Broadcasting Corp., could not be ascertained immediately. The agreement reportedly stipulated technical assistance by CBS, as well as CBS assistance in the bid for a TV grant, as part of the consideration.

Headed by President Earl F. Reed, KQV currently is a Mutual affiliate and operates with 5 kw power fulltime on 1410 kc. CBS Radio's present affiliate in Pittsburgh is WJAS, on 1320 kc with 5 kw fulltime

KQV was purchased in August 1944 by William S. Walker, Irwin Wolf, Earl F. Reed and Charles E. Campbell from Hugh J. Brennen for approximately $575,000. At present, the principal stockholders are Irwin D. Wolf and Earl F. Reed.

As in the case of its 45% ownership interest in the *Washington Post's* WTOP-AM-FM-TV, both the WCCO-WTCN-TV and the KQV contracts provide CBS no voice in station management. Its KQV stock is non-voting, it was pointed out, while its 47% of the stock of the proposed new WCCO-WTCN-TV licensee would be represented by voting trust certificates—not voted by CBS. In the case of its WTOP stock, the *Washington Post*, which owns 55%, actually votes 100%.

These minority, non-voting ownership provisions thus would leave CBS still short of equality with NBC and ABC in their outright ownership of five TV stations each. CBS currently owns two outright—WCBS-TV New York, KNXT (TV) Los Angeles—plus the 45% share of WTOP-TV and the proposed 47% of WTCN-TV. Additonally, CBS has a contract to buy Balaban & Katz' WBKB (TV) Chicago for a record $6 million if the ABC-United Paramount Theatres merger wins FCC approval.

By virtue of the minority-provisions arrangements, however, CBS presumably avoids any need to dispose of any radio outlet to comply with FCC's policy of holding a single entity's AM holdings to ownership of seven stations. Before the KQV transaction, CBS owned seven AM stations outright and had 45% interest in another. With the KQV deal already effectuated, completion of the Minneapolis transaction will change the lineup to outright ownership of six AMs and minority, non-voting interests in three others. Thus CBS gives up control of one and gains minority interests in two.

FCC Consent Not Needed

Whereas the Minneapolis plan requires FCC's approval before it can be consummated, the purchase of the KQV stock, not affecting control of the station, does not need FCC's consent, it was pointed out. All that is required is that KQV report to FCC the fact that the transaction has been made. It was understood that FCC authorities had been briefed on the plan in advance.

The Minneapolis transaction was announced Thursday in a statement issued jointly by William J. McNally, chairman of the board of Mid-Continent, and Joseph H. Ream, CBS executive vice president, who reportedly were principal figures in the negotiations. They said no changes were contemplated in the WCCO or WTCN-TV staffs.

Text of the joint statement:

"Subject to the approval of the Federal Communications Commission, arrangements have been completed for the acquisition by Mid-Continent Radio-Television Inc. of 53% interest in radio station WCCO, and for the acquisition by Columbia Broadcasting System of 47% interest in television station WTCN-TV. Both WCCO and WTCN-TV are located in Minneapolis-St. Paul.

"Both stations will be owned by a new corporation to be organized in which Mid-Continent will own 53% of the stock and Columbia will own 47% of the stock, to be repre-

(Continued on page 38)

SUMMER PLANS

Networks Seek to Stem Lags

THEIR spring projects generally out of the way, the networks last week were contemplating summer schedules, with at least four developments emerging at this early stage:

● Advertisers are beginning to get special TV network rate "inducements" for summertime.

● At least one radio network has worked out a summer saturation offer for spot announcements on its owned-and-operated stations.

● New programs are being developed for the hot-weather season.

● Most advertisers at this point apparently are expecting to retain their network time, substituting less expensive shows during the summer period.

CBS-TV, it was understood, last week offered to its advertisers a plan whereby, if they sign by April 1, taking no eight-week hiatus, agreeing to a firm 13 weeks following the usual hiatus time (July 6 through Aug. 30) and by not dropping any stations, they will be allowed an extra 10% discount on time charges and a 25% credit toward the talent cost.

NBC-TV is offering a 10% discount for year-round sponsorship. If this saving is applied to the eight summer weeks, it is the equivalent of buying that time at 42 cents on the dollar. NBC-TV also is offering "special inducements" to advertisers wishing summer time only.

CBS Radio, meanwhile, has evolved a special "summer saturation" offer for spot announcements on its owned-and-operated stations. The offer contains the usual discounts on one-minute announcements, plus a 16½% discount if the advertiser uses as many as 500 announcements per station during the summer. This special offer is available to all advertisers, but for the O & O stations only.

New Programs Due

NBC radio this summer once again plans to plunge into a developmental schedule to build programs for fall sale, Charles (Bud) Barry, vice president in charge of programming for NBC radio, told BROADCASTING • TELECASTING.

Among the new programs that will be created are a period piece, *The Pimpernel*, which will be produced in London; a new mystery program called *The Chase*, and revival of *NBC Summer Theatre*.

CBS Radio announced:

Doris Day, the Warner Bros.' singing star, has been signed for a network show to start about April 1. A show titled *That Hammer Guy*, based on the Mickey Spillane paper-cover action stories, is being prepared. Frank Fontaine is to be featured in a new comedy series. The network also is negotiating with Actor John Wayne.

Another radio situation comedy show featuring Spring Byington called *Autumn Bride*, a show from Mike Romanoff's restaurant called *Meet Me at Mike's*, and another series based on Mr. Carp character and featuring Richard Haydn are on CBS Radio tap for summer takeoff. Sound tracks of two CBS-TV shows *I Love Lucy* and *What's My Line*—are being examined to see if they may be used on radio.

Although it is still too early to predict how many advertisers will take evening time off during this

(Continued on page 24)

WNHC-AM-TV New Haven, Conn., announces appointment of four vice presidents. They are (standing l to r): David K. Harris, producer-director for station, named vice president in charge of television production; Edward D. Taddei, certified public accountant, appointed executive vice president to act as director of finance and control, and assistant to president and secretary-treasurer on corporate and FCC matters; Vincent DeLaurentis, chief engineer, named vice president in charge of radio and television engineering; and Vince Callanan, sales manager, named vice president in charge of radio and television sales. The new vice presidents are pictured with (seated l to r) Aldo DeDominicis, secretary-treasurer and general manager of Elm City Broadcasting Corp., licensee, and Patrick J. Goode, president.

SPOT DRIVES

Buying Is Picking Up

ACTIVITY looking toward spring and summer spot campaigns in both radio and television was evidenced in a spot check made by BROADCASTING • TELECASTING last week.

Maxon Inc., New York, for example, is preparing radio and television spots to be used in a campaign—the extent of which will be determined within a fortnight—starting early in April, for Peter Paul Candy Co. Meanwhile the advertiser has bought a spot in NBC-TV's *Today* in Pittsburgh only.

Mohawk Carpets, also through Maxon Inc., is in a similar situation with production of TV and AM spots currently in progress. Actual list of stations and markets is not expected to be revealed for another 10 days.

Kellogg Company Set

Kellogg Co., Battle Creek, through Kenyon & Eckhardt, New York, on March 31 will start its spot announcement radio drive in about 100 markets. Contracts are for 26 weeks. The spring drive is in addition to its part-sponsorship of the NBC television show, *All Star Revue*, on Saturdays.

Another advertiser, said to be spending approximately $20,000 a week in spots, is Pro Tam Corp., a reducing agent. The firm, which is handled by Dowd, Redfield & Johnstone, New York, places its quarter-hour transcribed show, *Health Quiz*, and one-minute announcements on stations throughout the country. Most of the contracts are placed on a mail-order basis, John Andre, president of Pro Tam, explained.

"We are national advertisers and have been using radio spots successfully for the past four years," he said.

Summer Plans

(Continued from page 23)

summer, more than two dozen are understood to have indicated to NBC-TV that they will continue for summer audiences. Among them are Procter & Gamble, Benrus Watch Co., Camel cigarettes, Crosley Corp., Speidel watch bands, Firestone Tire & Rubber Co., American Tobacco, S. C. Johnson, Old Gold cigarettes, Kraft Foods, De Soto-Plymouth cars, Liggett & Myers, Ford Motor Co., RCA, Pall Mall cigarettes, Gulf Oil Co., Chesebrough Mfg. Co., Revere Copper Ware, General Foods, Philco Corp., Goodyear and U. S. Tobacco.

Newest Survey

To convince other advertisers of the value of summer television, NBC-TV meanwhile unveiled results of its newest survey: "Summer Television — Hotter Than July."

NBC radio reported that its daytime sponsored schedule will probably remain intact. Only one evening cancellation was known late last week: *Father Knows Best*, sponsored by Crosley Div. of Avco Mfg. Corp. Thursdays, 8-8:30 p.m.

Mutual expects that only its advertisers appealing to the children's audience will take off for a 13-week hiatus as has been done in the past, officials said. Other advertisers are expected to remain through the summer.

Spokesmen for ABC radio and TV reported their own planning and negotiations to be still in their early stages.

Signs Simulcasts

REYNOLDS METAL CO., N. Y., will sponsor two Arturo Toscanini concerts on simulcasts, March 15 and 22, on NBC radio and TV, 6:30 p.m. Buchanan & Co., New York, is agency.

SUMMER LISTENING IN SO. CALIF.

KNX Promotion Campaign Gets Under

USING the theme that radio listeners are as numerous in the summer as any other time of the year, KNX Los Angeles last week started its annual summer campaign for advertisers.

Salesmen of the CBS owned outlet are armed with a brochure full of statistical information on Southern California as a summer market. Titled "This Summer Sell the Most Where the Most is Sold," it was compiled by Sherril Taylor, KNX and Columbia Pacific Network sales promotion manager.

The brochure shows that 27.1% of 1950's total retail sales made in Southern California were during the third quarter and radio listening is at almost exactly the same high level in summer as any other time of the year.

KNX points out that sales of gasoline, auto accessories, household furnishings and appliances are greater during the summer than at any other season there.

Basing its statement on The Pulse's July-August 1951 survey, the station points out that in Los Angeles and Orange Counties, which comprise 76% of the Southern California market, KNX has a summer share of audience 20.7% greater than the second station and 52% greater than the fourth station.

60% Stay Home

Utilizing All-Year Club official figures, KNX points out that in summer 60% of Southern Californians stay at home during their vacations and are joined by tourists who make the area their playground during those months.

This is amplified by a further statement that for the 12 months period ending Aug. 12, 1951, more than 3 million out-of-state tourists visited Southern California, with 39.2% of them visiting during summer months. During 1951 these tourists spent 11.7% more than in previous year for a total $473,9 365 worth of purchases.

KNX also tells its advertis that food and drug store sum sales closely approximate the ot seasons, citing figures supplied the California State Board Equalization.

"An advertiser," the KNX b chure states, "can't afford to up in summer advertising."

Armed with the statistical i formation, Alan Axtell, assista sales manager and national sa manager of KNX and Columb Pacific Network, will visit vari major eastern markets to conta agency executives and advertise

Trade paper advertising a mailing pieces are being used t reach advertisers.

To stimulate summer audiences on-the-air promotion, progra trailers in Pacific drive-in theatre throughout Southern California and full page ads in Hollywood Stars baseball program will be utilized.

WBS TALENT BUDGET

Is Largest in History

A TALENT budget of $270,000 for the next 12 months has been drawn up by World Broadcasting System, producer of transcribed library programs and features, Vice President Herbert Gordon announced Thursday.

The largest talent budget in the company's history was made possible, Mr. Gordon said, by a large increase in station subscribers during the past year. Nearly 900 stations are affiliated with the service, it was reported. The $270,000 will be used not only for such artists as Robert Montgomery, David Rose and Bob Haymes, currently under World contract, but also to sign new entertainment personalities and to give greater attention than ever before to production music.

WFBR PROMOTES MASLIN

Is Named Vice Presiden

ROBERT S. MASLIN Jr., publicity director and secretary, WFBR Baltimore, has been appointed to the newly-created post of vice president in charge of advertising, promotion and merchandising, it was announced last week. Mr. Maslin's assistant will be William B. Roche, who for four years has been sales promotion manager at the station.

Mr. Maslin

According to John E. Surrick, WFBR vice president and general manager, "a larger department with additional employes, has been created in order to increase the scope of the activities in these three fields of operation which are increasingly important to the station itself and its clients."

NBC Summer Survey

NBC's first field survey of summer viewing habits and the sales effectiveness of television during the summer months will be outlined to agency guests in Chicago tomorrow (Tuesday) at a luncheon in the Merchants and Manufacturers Club. The study was shown to the industry in New York Wednesday. Eugene M. Hoge, NBC TV central division sales manager, will be host.

RAYBURN BAN

Little Hope Is Seen on Hill for Quick Upset

THERE was little optimism expressed on Capitol Hill last week that House Speaker Sam Rayburn's (D-Tex.) stand against radio-TV coverage of House committee hearings would be upset soon [B•T, March 3].

An unusual remark that "broadcasters don't seem to be interested . . . it is remarkable how little we have had from either the industry or the public" was given BROADCASTING • TELECASTING by House Minority Leader Joseph W. Martin (R-Mass.).

The veteran Congressman declared, "We can't win it unless we get some outside aid," explaining that public demand is what gets things done in Congress.

But peppering the long-range question of whether radio and TV will have free access as does the press to open hearings of committees were these highlights:

● Sen. Harry Cain (R-Mich.), one of those in the upper chamber who has attacked radio and television presence in Senate committee hearings, admitted he would favor broadcast coverage if first, a code would be established for committee procedure.

● Spokesman in the District Attorney's office in Washington, D. C., indicated there may be grand jury action this week on the Senate contempt citations of Clevelanders Louis Rothkopf and Morris Kleinman. They refused to appear before microphones and TV cameras during the Kefauver Crime Hearings [CLOSED CIRCUIT, Jan. 14].

● Wide study and distribution of a report by the American Bar Assn., which criticized radio-TV coverage of congressional committees.

● A disclosure that the Senate Rules Committee staff has been working on the problem "unofficially."

While the GOP policy committee in the House may be expected to discuss the issue at an early date, Rep. Martin indicated that an expected wave of protest from an angry public and an angry radio-TV industry had not made itself heard in GOP offices.

Immediate protests which were stirred by the Speakers' rules interpretation against radio, TV, recordings and film, washed into Mr. Rayburn's office. Rep. Martin, on the other hand, said he was unable to judge that flow of protests but could only measure what he and other GOP leaders in the House had received.

Change Could Open Door

It is generally acknowledged by Congressmen studying the issue that a change in the House rules, which do not cover radio or television coverage of committee proceedings, could open the committee door to radio and TV once more.

Meanwhile, Speaker Rayburn further clarified his stand. He told newsmen that President Truman had nothing to do with his decision to outlaw the broadcast media. He said he had never discussed his ban with the President "at any time in my life," but based it on his own interpretation of the House rules.

The decision, Speaker Rayburn declared, will stand "unless the House changes the rules."

His refusal to permit telecasts of the House Un-American Activities subcommittee Detroit hearing Feb. 28 was not a precedent, according to the Speaker. Rep. Rayburn noted that last fall he had instructed the King subcommittee probing tax scandals not to allow TV into the hearing room, and that there have been other instances in which he applied the House rules to ban both radio and TV coverage of House committee proceedings.

Congress must adopt a code of procedures for committees to give witnesses the same protection demanded for the Congressman before radio and TV ought to be permitted to cover committee hearings, Sen. Cain told BROADCASTING • TELECASTING.

Thus, he said, he would favor radio-TV at certain hearings providing there was no distraction to witnesses.

"No matter what is done," Sen. Cain said, "I would give the witness the right to determine whether he will be comfortable with or without television."

Sen. Cain's views were given in amplification of his remarks made on DuMont Television Network's *Keep Posted* last Tuesday, 8:30-9 p.m.

Sen. Cain, as he did on the DuMont program, pointed out there is legislation pending before the Senate Rules Committee which would direct studies of these questions. "The machinery is there," he noted.

Upon checking with the Rules Committee, BROADCASTING • TELECASTING learned there are a few resolutions pending, one of which, S Res 106, introduced by Sen. Alexander Wiley (R-Wis.), would direct a study of telecasting and broadcasting of committee proceedings. Another is a measure sponsored by Sen. Estes Kefauver (D-Tenn.) in conjunction with a number of his colleagues in the upper chamber that would re-align entire committee procedures (see page 44).

Sen. Cain referred to a statement made late last month by Sen. Margaret Chase Smith (R-Me.), urging a Senate Rules subcommittee of which she is ranking GOP member to hold "early hearings" on S Res 106 and other legislation before it [B•T, Feb. 25].

Other measures referred to by Sen. Smith was a concurrent resolution to establish rules of procedure in congressional investigations, and to set up procedure where a member of Congress makes derogatory remarks in debate about a citizen.

Rules Committee Studying

An informal study of the broadcast question is being conducted by the Rules Committee staff, it was learned, in order to be prepared should the committee decide to take it up. This staff action has not been noted in broadcast circles or by the press.

Sen. Cain also was concerned with the cases of Messrs. Kleinman and Rothkopf when moves to cite them for contempt came up in the Senate last summer [B•T, Aug. 20].

At that time, the Senator asked the chamber to vote on whether to send the citations back to committee. His move was defeated.

The District Attorney's office in Washington, D. C., revealed Thursday to BROADCASTING • TELECASTING that the grand jury may take some action on the Clevelanders' case today or tomorrow. This could be in the form of an indictment.

This case has been considered as a probable court test as to whether radio and TV at congressional committee hearings violate witnesses' rights.

A discussion of witnesses' rights

(Continued on page 84)

NEWS RIGHTS

Acheson Conference Is Tape Recorded

RADIO last Wednesday won equal recognition as a news reporter on at least one government front—the Dept. of State—in its continuing fight for parity with the press.

Washington broadcasters convinced the State Dept. of the workability of a plan to tape-record authorized portions of Secretary Dean Acheson's weekly news conference.

CBS, leading off a proposed pound of pool coverage, recorded the entire Acheson conference Wednesday. Radio newsmen submitted it to State Dept. officials for approval on the basis of a previous agreement evolved with Michael McDermott, public information officer.

Access To Tapes

Each radio network will have access to the weekly tapes, taking its turn in recording the proceedings. CBS Wednesday used (about 30 minutes were authorized) WTOP-TV Washington's Esso news show with Walter Cronkite at 6:45 p.m. It also was scheduled for CBS Radio's *News On the Record* Saturday and perhaps other programs.

The agreement provides that the network covering the conference will submit the tape to State Dept. authorities and delete any portions not so authorized.

Mr. McDermott told BROADCASTING • TELECASTING that broadcasters had requested permission to record the conferences and said the plan will continue "on a trial basis." This represents a departure in department procedure, he said.

Noting that Mr. Acheson, like President Truman, does not speak for quotation by press save with specific authorization, Mr. McDermott cited the problems involved in such coverage. Mr. Acheson showed willingness to test the idea, he added, when assured of broadcasters' cooperation.

He also compared the Secretary's news conferences to White House sessions held by the Chief Executive. Quoted excerpts of the President's remarks also have been used on radio when directly authorized and made available to the press, he observed.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Speaker Rayburn couldn't find any rule to cover the use of electricity."

COMR. ROBT. BARTLEY

Sworn In Last Thursday

ROBERT T. BARTLEY was sworn in as an FCC Commissioner last Thursday at ceremonies attended by leading Texas and Capitol Hill luminaries.

The oath of office was administered before the entire FCC and a large audience by Chief Judge Marvin Jones of the U. S. Court of Claims. The ceremony was preceded by a welcoming address by the FCC Chairman, Paul A. Walker.

Mr. Bartley assumes the remainder of the term of former Chairman Wayne Coy, which runs to June 30, 1958.

At one time Mr. Bartley was director of the Telegraph Division of the FCC, shortly after the formation of the agency. He thus joins three other members of the FCC who were staff members of the Commission before their appointments: Comrs. Rosel H. Hyde, George E. Sterling and Edward M. Webster.

Following his FCC years, Mr. Bartley served with the Securities and Exchange Commission, became a vice president of Yankee Network, was director of war activities and later of government relations of NAB, became secretary-treasurer of FM Broadcasters Inc. and when FMBI was merged with NAB, director of NAB's FM Dept.

Since 1948, Mr. Bartley has been administrative assistant to Speaker of the House Sam Rayburn (D-Tex.), his uncle.

Present at the swearing-in ceremonies were Mrs. Bartley (the former Ruth Adams of Washington) and their three children, Robert J., Jr., 15; Jane, 11 and Thomas Rayburn, 5.

Among those attending the ceremonies were:

Speaker of the House of Representatives Sam Rayburn, Associate Supreme Court Justice Tom C. Clark, Democratic Sen. Ernest W. McFarland (Ariz.) and Lyndon B. Johnson (Tex.), Reps. John W. McCormack (Mass.), John J. Dempsey (N. M.), James W. Trimbel (Ark.) and the following members of the Texas delegation to the House (all Democrats): Wright Patman, Albert Thomas, Wingate H. Lucas, J. Frank Wilson, Paul J. Kilday, Walter Rogers, John E. Lyle Jr., Lloyd M. Bentsen Jr. Hon. Walter M. W. Splawn, Interstate Commerce Commission member; Judge Eugene Worley, Court of Customs and Patent Appeals; Comr. Wilson Cowen, Court of Claims; U. S. Asst. Attorney General William Amory Underhill, House Parliamentarian Lewis Deschler, former NAB Presidents Neville Miller and Justin Miller (with whom Mr. Bartley was associated when he was employed there).

Comr. Bartley was confirmed speedily by the Senate late Tuesday afternoon. His nomination to succeed Mr. Coy was unanimously approved by the Senate Interstate & Foreign Commerce Committee Feb. 28 [B•T, March 3].

When Comr. Bartley's nomination was brought up on the floor it evoked comment on the current TV freeze by Sen. James P. Kem (R-Mo.), a member of the Commerce committee.

Sen. Kem, noting he supported the nomination of Comr. Bartley, outlined, as he had during the con-

(Continued on page 81)

* * *

ADMINISTERING oath to new FCC Comr. Robert T. Bartley (r) at swearing-in ceremonies at the Commission was Chief Judge Marvin Jones of U. S. Court of Claims. Mr. Bartley took the place of recently-resigned Chairman Wayne Coy, whose term of office would have expired June 30, 1958.

GRUBB APPOINTED

Is Fort Industry V. P.

APPOINTMENT of Gayle V. Grubb, ABC vice president in charge of the San Francisco division, as vice president and managing director of Fort Industry Co.'s WJBK-AM-FM-TV Detroit [CLOSED CIRCUIT, March 3] was announced last week by Lee B. Wailes, executive vice president of Fort Industry.

Coincidentally, the appointment of Glenn Jackson as managing director of the company's WAGA-AM-FM-TV Atlanta was announced by Stanton P. Kettler, Fort Industry regional vice president in charge of the southern district.

Mr. Jackson was managing director of WMMN Fairmont, W. Va.

Mr. Grubb, a veteran of 28 years in radio, will assume his duties with the Detroit station on April 1. He succeeds Richard E. Jones, who resigned about two months ago.

Started at KFAB

Mr. Grubb has been in radio since 1924, when he entered the field as manager of KFAB Lincoln, Neb. In 1928 he moved to WKY Oklahoma City as manager, remaining with that station until he joined ABC in 1945 as general manager of KGO San Francisco. His duties were expanded to include managership of KGO-TV in May 1949 and he was elected a vice president of the network in November 1951.

Mr. Jackson, moving from WMMN to the WAGA properties, succeeds James E. Bailey, who resigned early this year.

Mr. Jackson was program director of WSPD and WSPD-TV Toledo for eight years before he went to WMMN.

Mr. Jackson

Mr. Grubb

ABC POSTS

Connolly, Oberfelder, Materne Promoted

PROMOTION of James H. Connolly to be vice president of ABC in charge of its San Francisco division and advancements for Ted Oberfelder and William M. Materne in the subsequent realignment were announced last Wednesday by ABC President Robert E. Kintner.

Mr. Connolly, who has been ABC vice president for owned radio stations, was named to the San Francisco post as successor to Gayle Grubb, who is joining the Fort Industry Co. [CLOSED CIRCUIT, March 3]; (also see story this page).

Changes Effective March 15

Mr. Oberfelder, general manager of ABC's WJZ New York, was appointed director of owned radio stations for the network.

Mr. Materne, account executive in the radio Network's sales department, was named general manager of WJZ.

The changes become effective Saturday (March 15).

Mr. Kintner noted that the promotions are in line with ABC's policy of advancing executives from within the organization. All three appointees have had extensive experience in both radio and the ABC organization.

Mr. Connolly joined the network as a member of the station relations department in July 1944 after some 18 years' experience in the agency field, first with N. W. Ayer & Son and then with the Branham Co. He opened ABC's station relations office in Chicago in 1946, later returning to New York headquarters where he became vice president in charge of station relations in January 1951. In February 1951, he was appointed vice president in charge of owned radio stations.

Mr. Oberfelder has been with ABC since February 1945. In June 1946 he was named assistant director of advertising and promotion and in December 1947 he advanced to the directorship. He became general manager of WJZ in November 1950.

Mr. Materne joined ABC in 1938, serving until September 1941, when he entered the Navy. Released from naval service with the rank of lieutenant, he joined the sales staff of Mutual in 1945, then rejoined the ABC radio network's sales organization in 1949.

* * *

Mr. Connolly

Mr. Oberfelder

Mr. Materne

IRE MULLS TRANSISTORS, TV

At N. Y. Sessions

By BRUCE ROBERTSON

DESPITE the official slogan of "Forty Years Sets the Pace, 1912-1952," last week's convention of the Institute of Radio Engineers will be better remembered as the "Two T" convention where television and transistors were the top topics of discussion in technical sessions and the major points of interest in the accompanying Radio Engineering Show.

Held in New York, with convention headquarters at the Waldorf-Astoria Hotel and the show, where 356 manufacturing companies displayed $10,000,000 worth of their newest products, at Grand Central Palace, the IRE meetings set a new attendance record of 30,000. They provided large and attentive audiences for the more than 200 papers presented at some 40 technical sessions and packed the product exhibition floors to give the palace the atmosphere of a department store at the peak of the Christmas rush.

Speaking at the annual banquet on Wednesday, Charles E. Wilson, Director of Defense Mobilization, assured the 2,000 IRE members and guests that controls will be lifted and materials returned to the open market wherever and whenever possible.

He cited rubber, chrome, stainless steel, lead, plastics, nylon, hides and skins as demonstrating the government's willingness to remove or relax controls as shortages ease.

"We are not interested in controls for controls' sake—quite the contrary," he declared.

Crediting the engineers and scientists of radio and related fields with having "changed the whole aspect of our civilization, ministering to the education and delight of human beings all over the earth, as well as to the destructive power of new weapons," Mr. Wilson charged them with contributing to the astronomical costs of modern war.

"Fantastic new weapons are fantastically expensive," he stated.

Military Costs Rising

Mr. Wilson said that present military expenditures of $2 billions a month will reach a level of $3.5 billions by next January and will stay on that plateau for the succeeding 18 months, until the national defense objectives are obtained.

Long lines forming at the industrial color TV exhibition of CBS Labs Division and Remington Rand in advance of each demonstration proved that radio engineers are as curious about color TV as anyone else (story on page 62). The full-to-capacity grand ballroom of the Waldorf for a Tuesday evening special session at which National Television System Committee members reported on the progress of this industry-wide group towards achieving basic standards for a commercially practicable system of color TV gave further proof that the interest of the engineers in color includes a serious professional attitude as well as personal curiosity (see page 62 for NTSC story).

Ultra high frequency TV was another focal point on the program, with interest sparked by the knowledge that the majority of the new video stations that will come into being following the end of the freeze will be of the UHF variety.

Predicts 3,000 Stations

Raymond F. Guy, NBC manager of radio and allocations engineering, who has headed the network's operation of RCA's experimental UHF station at Bridgeport, told a Monday morning UHF news session that with the end of the freeze "two to three thousand new TV stations will soon be in the planning stage—2,000 certainly, 3,000 if the economy will sustain them. If there are limitations they will be economic, not engineering."

Richard W. Davis, general manager of WELI New Haven, which has participated with RCA-NBC in UHF reception tests during the past two years, said that UHF is the long-sought answer not only for the home viewer who wants clear, sharp pictures from his local station rather than noisy ones from a VHF station 50 or more miles away, but also for the radio station operator who wants to get into TV on a sound economic basis. The maximum power proposed by the FCC for UHF, Mr. Davis said, insures average reception distances of 40 to 50 miles, not the five or six miles first announced by cautious engineers.

Broadcasters visiting WELI and seeing UHF reception up to 20 miles from a comparatively low-powered transmitter "went home relieved and much happier," he reported.

With UHF, Mr. Davis said, "Interference between stations will disappear . . . no more 'venetian blinds' on the screen. Our observation has clearly shown that man-made interference disappears in UHF. The UHF signal is entirely free of auto ignition noise and picture breakup, diathermy lines, X-ray and other similar interference."

WELI, he said, has secured a site and a tower and has a contingent order for the rest of the equipment it will need when it gets commission authorization to proceed with UHF.

First public demonstration of UHF reception in New York City was staged at the meeting by Allen B. DuMont Labs, with a new 17-inch table model DuMont VHF-UHF receiver bringing in programs telecast by the company's experimental UHF station there. DuMont also displayed a UHF converter, said to make the full UHF band receivable by any VHF set presently on the market, and a UHF diplexer for station use in combining audio and video signals for broadcast from a single transmitting antenna.

Tube Makes Debut

Meeting also marked the debut of the new General Electric 1-kw air-cooled UHF transmitting tube, companion piece to its 1-kw water-cooled UHF tube announced a year ago, and of the 5-kw UHF Klystron transmitting tube of Eitel-McCullough.

Latter is used in the new DuMont 5-kw UHF transmitter, announced later in the week as available for shipment early in 1953 at the same price as a standard 5-kw VHF transmitter: $69,450.

In announcing the new 5-kw UHF transmitter, Herbert E. Taylor, manager of the DuMont Transmitter Division, said that it has been designed around the new EIMAC tube. The transmitter is unique, he stated, in that the Klystron cavities are an integral part of the transmitter—entirely divorced from the tube. Eliminating the former disadvantages of the Klystron, the new external cavities permit simple operation and retain the Klystron advantages of long life and low cost, among others, he said.

Mr. Taylor stressed the simplicity of the 5-kw UHF transmitter, which he said has only three basic elements— a Klystron amplifier, a low power (50 w) modulated amplifier or "driver" and a combined visual and aural frequency control or "exciter." He compared the cost of this 5-kw transmitter, which he said can provide an effective radiated power of 100-kw or greater, with "typical" 1-kw UHF transmitters using conventional tubes and priced at $60,000 to $65,000 although offering only half the coverage.

Power Increase

DuMont engineers also pointed out that if the UHF station owner wants to increase power at some future date, with the DuMont transmitter he need only replace the power amplifier, retaining the original driver and exciter to be used with the new higher power amplifier. He thus protects his original investment, they noted.

In announcing its new air-cooled 1-kw UHF tube, GE's sales manager for industrial and transmitting tubes, John E. Nelson, revealed that GE also has a 5-kw water-cooled UHF tube under development as well as a 25-kw air-cooled VHF tetrode and a 150-w air-cooled UHF tetrode, plus a super high frequency tube and some tubes for military use. He pointed out that the new GE tubes are cased in ceramic and metal envelopes and predicted a trend toward wide use of ceramic tubes, asserting that "a limit has been reached in power and frequency where glass for tube envelopes is no longer adequate."

An experimental model of a 5-kw UHF triode power tube now under development by RCA was described in a paper presented by P. T. Smith of RCA's David Sarnoff Research Center, who reported good results from laboratory tests at 576 mc, near the lower end of the UHF band, and at 864 mc, near the upper end. Dr. Smith also described advances in the technique of sealing metal tube parts to ceramic materials, substituted for glass as insulators.

Two symposiums on UHF receivers included nine papers on tuners, tubes, antennas and other receiving equipment and a round-table discussion on relative aspects of the various methods of UHF tuning. A UHF amplifier tube for TV tuners was described at an electron tube session on small high-frequency tubes.

UHF equipment displayed at the Monday morning news meeting, in addition to items previously mentioned, included: Amperex Electronic Corp.—UHF triode tubes for 750 to 1250 mc; General Electric Co.—all-band converter and helical transmitting antenna; General Radio Co.—Admittance meter and oscillator

(Continued on page 32)

D. D. GRIEG, Federal Telecommunications Labs., and a model display two wave guides designed to perform the same functions. One on left, utilizing printed circuit, weighs a few ounces and costs but a few cents; one on right weighs 15 pounds and costs several hundred dollars.

LEFT to right are the germanium core of a transistor, the transistor itself and the subminiature tube the transistor replaces.

A SPECIAL AFTER-MIDNIGHT AUDIENCE

HOW TO program after-midnight hours profitably has always been a problem for radio stations. Most advertisers are inclined to believe that no one is awake at those times except lobster-trick workers, insomniacs and drunks.

Out in Phoenix, Ariz., a radio program these early mornings has been proving that the after-midnight hours can be put to good use. It's the *Gear Jammers Jamboree* on KOY Phoenix. Its special appeal is to truck drivers who are at work when other folks are sleeping.

The skeptical program director might well wonder how a show primarily directed at such a relatively small audience could possibly pull its own financial weight. *Gear Jammers Jamboree* would confound the skeptic. In some way it has been too successful as an advertising vehicle.

HE'S the hero of the truck drivers. Bob Capps conducts the Gear Jammers Jamboree *from midnight to 6 a.m. every day but Sunday.*

Last week the program's producers received a letter from Clyde Martin's auto and truck repair shop: "We really are sorry to write and ask you to cancel our contract . . . We have had so much business we are going to have to discontinue the ad until we are able to build a building and can use more mechanics. It was almost impossible to believe your *Gear Jammers Jamboree* could throw so much work to us boys at the shop."

Another advertiser on the program, the All Fuels service station, recently had this to say: "Truckers who have never before pulled into our station are doing so now . . . this new business has not been all truck business either. We had an appreciable number of motorists come in and comment on the program and say that the program brought them to us."

The *Gear Jammer's Jamboree* is a one-man show. The man is Bob Capps, who plays records, gives periodic summaries of road conditions, supplies weather reports and conducts a general clearing house for information of use to truck drivers.

The program acts as a relay point for emergency calls to drivers who are on the road. Families or friends of drivers may call a special phone number in Phoenix maintained for just that purpose and Mr. Capps will put their message on the air. Additionally, the program producers have placed special bulletin boards in about 50 important truck stops within the listening area of the station, and urgent messages are posted on the boards after they have been announced on the air. Even if a driver happens to miss hearing the message, he will be apt to see it the next time he pulls in for fuel or food.

Although the program emphasizes information of particular interest to truck drivers, its reports on road conditions as well as weather have received commendation from other listeners—motorists who are aboard at those hours and people at home.

Sheriff's Praise

Sheriff L. C. Boies of Maricopa County recently wrote to the program: "While this program is designed to aid truckers and the trucking industry, it is also proving to be a splendid service to the general public. . . ."

R. Wayne Morris, traffic engineer of the city of Phoenix, said: "I have analyzed thousands of accidents and found most accidents in Arizona are caused by two things—drink and fatigue. Due to our long distances between towns in Arizona, drivers get tired and sleepy, but now here (the *Gear Jammers Jamboree*) is something to keep our minds on driving during the long morning hours."

Gear Jammers Jamboree is produced by Voorhis-Morris Productions Inc., of Phoenix, whose principals are R. H. Voorhis, former general manager of KRUX Phoenix, and Charlie Morris. Both Messrs. Voorhis and Morris are devoting their full time to the show, which they hope to expand into other markets. They feel it would go over as well in other communities where truckers and motorists drive at night.

And in Phoenix, it's doing phenomenally well. Recently the producers received a letter from Gladys Miller, who runs the Phoenix Truck Brokerage which handles truck loadings of all kinds.

Wrote Miss Miller: "It is amazing the results it (the program) has brought. I ask for Texas trucks; Bob gets me Texas trucks 'til I have to scream for stuff to put in them . . . I've had trucking companies call me from as far east as Tulsa to back-load their equipment. At least four different shippers here in Phoenix have heard, inquired, and given me business. So I can truthfully say I've had excellent returns on my investment. I signed up originally for two weeks. Now, two months later, I wouldn't think of canceling out."

Among members of the trucking industry in Arizona the KOY show is regarded as a public relations windfall.

An article in the *Arizona Roadrunner*, official publication of the Arizona Motor Transport Assn., praised the program for giving the trucking industry "its first—and very deserved—break in public relations with the average listener who daily enjoys the fruits of the industry's unfailing labors and devotion to duty, but knows so little of the fine story of the men-behind-the-wheel."

TALENT TUG-OF-WAR

NBC Puts Before NPA

NBC last Thursday carried its talent tussle with CBS Radio and Television to the government allocations front—before the National Production Authority which doles out critical materials for station construction and alteration projects.

Joseph V. Heffernan, NBC financial vice president, told an NPA appeals board that NBC would suffer a "severe economic loss" if it were forced out of competition with other TV networks in the Los Angeles area for lack of materials to build two studio projects at Burbank, Calif.

"If we lose talent because of the lack of studios to other networks, it could result in a swing from NBC, which has pioneered in network television," Mr. Heffernan declared.

The network executive told NPA that its failure to authorize commencement of construction and allot materials for the second and third quarters would "put NBC back a year" and may mean scrapping of plans for Hollywood TV network originations for the coming fall season.

Public Interest Appeal

Mr. Heffernan appeared along with other NBC engineering and legal department officials to appeal NPA's denial of the network's application for materials during the quarter starting April 1. NBC proposes to build the studios, at an estimated cost of $2.7 million, on 30 acres of land at Burbank, Calif.

NBC based its appeal on the grounds that the grant would serve the public interest; that the denial is discriminatory in view of similar grants to CBS for two studio projects and imposes an "unreasonable and exceptional hardship" on NBC not imposed on other networks in the industry; and that Los Angeles has been designated a "critical" labor area beset with unemployment.

NBC's presentation was highly flavored with comparisons pointing up the competitive rivalry with CBS and, to a lesser degree, the other television networks. Running throughout were undertones of NBC's bid to match CBS Television in the squabble for talent for Hollywood network originations [B• T, Feb. 25].

Others in Attendance

Top government and industry executives attended. Also present were Frank M. (Scoop) Russell, NBC vice president in charge of Washington operations, and Lewis Allen Weiss, NPA assistant administrator (who resigns March 31), as an observer.

NPA officials were Henry Heyman, general counsel's office and Bernard Joseph, Electronics Division. T. M. Boyd presided as chairman of the three-man appeals board.

Mr. Heffernan was accompanied by O. B. Hanson, NBC vice president in charge of engineering; Thomas E. Ervin, Legal Dept., and James Greeley, member of the Washington law firm of Cahill, Gordon, Zachry & Reindel, which represents NBC.

Mr. Weiss delivered a compelling argument for the essentiality of radio-TV broadcasting—and also for NBC. The former MBS-Don Lee board chairman was asked to comment as assistant administrator in charge of NPA's Office of Civilian Requirements.

Audience Space Needed

Mr. Weiss pointed out that studios needed for TV broadcasting stations normally require seating space for audiences since talent is conducive to audience response. This influence on talent is important not only to networks but also is a "persuasive" factor to advertising agencies which buy programs for their clients. He said the economic impact of losing talent is very measurable.

Commenting on NBC's application, Mr. Weiss said that "in my judgment, considerations to this application have to be given outside of the area of ordinary concepts which motivate consideration of other manufacturing projects."

Mr. Heffernan noted that CBS Television presently has three TV studios in operation and received enough copper recently to construct another two; ABC television has five and NBC only two—thus placing NBC at a competitive disadvantage.

He made plain that he was not disparaging CBS' reception of the recent grant, adding that "the need and importance of the medium we serve in is such that CBS should be given authorization." But he compared materials requested by CBS with those by NBC, and said the latter should be granted an equity for scaling down its estimates to conserve materials. NBC stated:

It is perfectly plain from the foregoing that the conservation of critical materials has been the keystone of the NBC plan. It is equally plain that the CBS project has been permitted to continue on almost the same scale as if there had been no national emergency.

To allow CBS to continue on this basis and to deny NBC the right to build facilities carefully designed to satisfy the objectives of NPA tends to frustrate the purpose of the NPA program.

It penalizes NBC for having taken the time and patience to plan its project to conform with the NPA directives.

The fortuitous circumstances of an earlier start by CBS does not furnish a sufficient reason for allowing its elaborate Television City to proceed while prohibiting the start of the NBC studios which have been stripped to essentials to conserve critical materials.

If this earlier start is relied upon as the basis for grant of the CBS project and denial of NBC's, the result is that a company which started sooner but did not heed the call to conserve materials is adjudged to have a greater equity than one which did heed that call. We submit that, on balance, these equities are at least equal.

NBC's Request

NBC requested 211 tons of steel, including 105 tons for studio; 19,979 pounds of copper with 9,900 for studios; and 800 pounds of aluminum, including 400 pounds for studios. It estimated that it would save no materials by converting existing theatre facilities to TV.

Turning to the NBC-CBS talent tussle, NBC stated:

. . . This wide disparity in network studio facilities will put NBC in an almost untenable competitive position. Plans are already being made by sponsors and their advertising agencies for the 1952-1953 broadcast season. The pattern of the industry is for these plans to be made final sometime between now and mid-summer. The broadcast season begins in late September and ends in June. Once plans have been made, it is almost impossible to get a sponsor to switch his program from the network originally selected.

A principal factor in the planning for a network television program for the 1952-1953 season will be whether or not it can be originated from Hollywood. Many of the stars of the entertainment industry who live in the Hollywood area insist upon program originations from there. Advertisers who desire to sponsor programs featuring those stars will do business with a network which can provide adequate Hollywood facilities. NBC has already been in one negotiation for next fall involving an outstanding program now on NBC in which one of the key considerations was the Hollywood studio to be used for the program. Unless NBC is able to obtain additional facilities which will be ready in the fall of 1952 it will be up against an extremely difficult problem.

A denial of NBC's application would result in a severe economic loss to NBC.

The immediate tangible loss arises from the fact that a million dollars is tied up in a project which is not yielding any return and which cannot proceed unless authorization is obtained.

Even more significant however is the intangible but very formidable risk of loss to NBC in case the unbalanced facilities situation is not corrected.

CBS not only has more studios in Hollywood; it is able to offer talent and sponsors new and elaborate studios designed specifically for television broadcasting. Because of this advantage it may be able to persuade talent and sponsors to switch top-rated NBC

(Continued on page 92)

NARTB MEET

Tentative Agenda Set

TWO TOP government officials—FCC Chairman Paul A. Walker and NPA Administrator Henry H. Fowler—will be key speakers at the 30th annual NARTB convention March 30-April 2, to be held at the Conrad Hilton Hotel (formerly the Stevens), Chicago.

The new FCC chairman will address the April 2 joint luncheon, with broadcast-television delegates and engineering delegates attending. Mr. Fowler will speak at the April morning session on the topic, "What's Ahead in Critical Materials?"

The double-wing convention is broken into three major divisions—radio-TV meetings, engineering meetings and equipment-service exposition. The exposition will open Sunday, March 30, with convention business meetings starting Monday morning.

Convention arrangements are progressing under direction of James D. Shouse, WLW Cincinnati, retiring NARTB board member and chairman of the convention committee. C. E. Arney Jr., NARTB secretary-treasurer, is handling business arrangements for the meeting. Robert K. Richards, public affairs director, is handling program arrangements. Mr. Arney and his assistant, Ella Nelson, are already at the Conrad Hilton setting up advance plans.

Chairman Walker will deliver the annual address to the convention on behalf of the FCC. Originally, ex-Chairman Wayne Coy had been booked but with his resignation a fortnight ago the invitation was extended to Chairman Walker as his successor. Mr. Coy has been invited to address delegates during the convention.

Expect Top Figures

With the convention taking place in a Presidential campaign year, it is expected the two major parties will send top radio-TV executives. They are to take part in a Tuesday afternoon workshop session.

NARTB is crowding a long list of events into the three meeting days. These include a joint NARTB-BMI board meeting Monday evening; Clear Channel Broadcasting Service meeting; Council on Radio Journalism; copyright committee; NARTB Television Code Review Board; BMI field men; BMI luncheon for state association presidents; Radio Pioneers Dinner (Tuesday night); Engineering Conference reception, Monday, 5:30 p.m.; Wednesday night's annual industry banquet.

Sunday events include the "VIP" dinner for broadcasters who toured Europe shortly after the war; informal meetings of other industry groups. MBS is not expected to hold its usual Sunday affiliates meeting but the network's new affiliates' committee will meet.

The equipment exposition opens Sunday, March 30, at 10 a.m. in the lower lobby of the Conrad Hilton Hotel. Sunday also will be registration day, with delegates registering in the exposition hall. The annual equipment show is arranged by Arthur C. Stringer, who has handled the event for more than a decade. New types of studio lighting equipment, UHF transmitters and antennas and a

(Continued on page 38)

REJECT RATE CUT OFFER

Warns NARTSR

RADIO stations were admonished by the National Assn. of Radio and Television Station Representatives last week to reject General Mills' summertime spot announcement saturation offer [B•T, Feb. 25] or risk demands "for more and bigger cuts" in radio rates.

NARTSR Managing Director Murray Grabhorn said in a telegram that the General Mills "rate cut announcement deal"—a mass spot advertising plan offering stations one-half their one-time daytime rates per spot for five announcements a day, four of which would fall in Class A time—was being "grabbed" by CBS Radio for its owned stations.

Officials Queried

Queries to officials of CBS Radio and of General Mills developed some uncertainty as to the exact status of the offer, however.

A CBS Radio official said General Mills had been given a counter-offer in the form of CBS Radio's own "summer saturation" plan available to all advertisers who want to use the owned stations. This involves the regular discounts on one-minute announcements, plus a special 16½% discount for a minimum of 500 spots per station during the summer.

A General Mills executive, however, reported that he had not heard of this counter-offer and said contracts based on the GM offer were awaiting signature at CBS Radio. He declined to identify stations that have accepted the offer, but said the group, which he would disclose in a few weeks, included some ABC owned stations.

The General Mills plan is expected to be one of the subjects of the meeting of the all-radio Affiliates Committee in New York today (Monday) and Tuesday. Another is Procter & Gamble's drive for lower rates on three of its nighttime strips on CBS Radio [B•T, Feb. 25], which is understood to be resisting the advertiser's efforts and may be represented at the Affiliates Committee's session. The committee, under Paul W. Morency of WTIC Hartford, also expects to appraise in some detail the present state of the radio industry, with special emphasis on research, and to consider plans for a full report on its activities to the NARTB convention in Chicago March 31-April 2.

Mr. Grabhorn's telegram on behalf of NARTSR urged stations to "uphold radio's increasing value by maintaining their rate card rate in the face of the newest large scale attempt to break it down. CBS having led the network radio rate reduction parade, now for its O&O stations, grabs the General Mills, Wheaties, Knox Reeves cut rate announcement deal."

Mr. Grabhorn continued:

"Fifty percent of the one time announcement day rate for a schedule requiring 80% of the sports in Class A time is another serious attack on radio's rate structure. To accept is to beg for more and bigger cuts from other sources.

"What happens to other advertisers guarantee under a specific clause in the standard 4-A advertising contract as low a rate as granted any other comfortable advertiser? To evade the spirit of such contracts through technical quibbles will not satisfy the night or daytime announcement advertisers paying full card rates.

"No competitive media could ever harm radio as much as certain elements of the industry, who should be regarded as leaders of sounder policy, have and are continuing to debase radio itself."

KOB AM-TV SALE

Official Announcement Made

ACQUISITION of KOB-AM-TV Albuquerque, N. M., by Time Inc. and recently resigned FCC Chairman Wayne Coy [B•T, March] was announced last week by M. Pepperday, president of Albuquerque Broadcasting Co., licensee of the two New Mexico stations. Mr. Pepperday is also publisher of the *Albuquerque Journal*.

Stock of the licensee will be bought by Time Inc. for $600,000 plus quick net assets amounting to about $300,000. A series of stock reorganizations will culminate in the sale of the physical properties of the stations to a subsidiary of Time Inc. At that point, Mr. Coy will exercise his rights to buy into the licensee as half-owner. This will cost Mr. Coy about $75,000, it was learned.

Contract Terms Not Set

Upon FCC approval of the sale, Mr. Coy will make his residence in Albuquerque to manage the two stations. Terms of his management contract with the Albuquerque Broadcasting Co. have not yet been worked out, but it is assumed they will bring Mr. Coy about $25,000 a year.

On April 1, Mr. Coy begins his work as radio-TV consultant for Time Inc. His job, it has been learned, is to lay out a broad plan for Time Inc. to follow in radio-TV—including but not solely owning stations. Time has been active in both the radio and TV field as a sponsor (mainly by its magazines *Time* and *Life*), and as a producer of March of Time radio and TV shows—the *Crusade in Europe* and *Crusade in Pacific* series for TV. Mr. Coy's consulting fee is reported at about $25,000. He is also understood to have a verbal agreement that he can join in the ownership of other radio-TV properties which Time Inc. might buy, if he desires.

Thirty-one-year-old KOB operates with special authority on 770 kc, with 50 kw day, 25 kw night. It is an NBC affiliate. KOB-TV began operating in 1948, is on Channel 4, and is affiliated with all four TV networks via film.

Retain Station Heads

Announcement of the sale stressed that the present executive management of both stations would be retained. KOB is managed by J. I. Meyerson, formerly of the Oklahoma Publishing Co. (WKY-AM-TV). Mr. Pepperday runs KOB-TV, with George S. Johnson as commercial manager and chief engineer.

Representing Time Inc. in the transaction is Cravath, Swaine & Moore, New York, and Philip G. Loucks of the Washington law firm of Loucks, Zias, Young & Jansky. Mr. Loucks is also Mr. Coy's personal attorney. Representing Mr. Pepperday is W. Theodore Pierson of the Washington law firm of Pierson & Ball.

ANA MEET

March 19-21 Sessions Omit Radio Rates

MAJOR advertisers will concentrate on television's place in their media programs at the annual spring meeting of the Assn. of National Advertisers, to be held March 19-21 at The Homestead, Hot Springs, Va.

Whereas ANA focused a year ago on efforts to adjust radio rates in view of TV's audience impact, the 1952 spring session will not devote much time to broadcast advertising.

A five-point program at the ANA meeting, one of a series of media discussions, is based on the theme, "Television's Place in Your Present and Future Planing." Chairman will be Leslie T. Harris, radio-TV director of Colgate-Palmolive-Peet Co. The program is the final feature of the three-day meeting.

Trends in radio and television audiences will be analyzed by C. G. Shaw, vice president of A. C. Nielsen Co., whose topic is "Plotting a Course Through the Audio-Video Smog." An agency executive, whose name has not been announced, will show the effect of television on printed media.

Krings Slated to Speak

Going into TV's success in selling goods as well as in keeping distribution channels aroused will be R. E. Krings, Anheuser-Busch director of advertising. Another topic will be, "Television, the Shape of Things to Come." This discussion is designed to give advertisers an idea about TV's future coverage and costs.

Victor Borge, musician-comedian, will speak on the subject, "Sponsors Are a Necessary Evil." His talk, while billed as amusing, is designed to show the problems performers have with sponsors.

A session on "Advertising and Market Strategy in 1952" will open the convention March 19. It will be built around a study by J. Walter Thompson Co., depicted in a film. A. S. Dempewolff, Celanese Corp. of America advertising and sales promotion director, will preside. Speakers include William H. Howard, Young & Rubicam vice president; Edward Gottlieb, publicist; C. K. Woodbridge, Dictaphone Corp. president; David W. Tibbott, advertising director of New England Mutual Life Insurance Co., and Ruth West, Compton Adv.

Fred B. Manchee, BBDO executive vice president and chairman of the Projects Committee, Advertising Research Foundation, will discuss plans of the reconstituted foundation.

Means of implementing advertising by follow-through steps such as demonstrations, dealer cooperation, research and other measures will be taken up the second day. ANA's spring meeting dinner will be held that evening.

Otto Kleppner, president of Kleppner Co., will speak at a morning session March 21 on "A New Approach to Meeting the Criticisms of Advertising." Mr. Kleppner has been analyzing criticism of advertising and will urge advertisers to abandon their defensive position.

MUSIC FEES

ASCAP After 'Beepers'

FIRST attempt of ASCAP to levy copyright fees against subscribers and operators has developed with filing of suits against Philadelphia and Detroit firms for failure to pay public performance fees. "Beep" services supply public places with background music, using special signals to trip receiver switches.

The ASCAP actions were taken in U. S. District Courts in Michigan and Pennsylvania. Feist, Harms Inc., New World and Remick publishing houses filed in Philadelphia against Restaurants Inc., subscriber, and Musitone Inc., operator. The suit seeks an injunction and damages for violation of copyright by public performance (Case 13266).

In Detroit the suit was filed by Chappel & Co. and Santly-Joy Inc. against Sam Horan and Lawrence H. Ronson, co-partners operating as Brothers Delicatessen and Restaurant, subscribing to Background Music Inc. service. The latter also is a defendant. Injunction and damages are sought (Case 11348).

ROBERT M. LAMBE (seated, 3d from l), commercial manager, WTAR Norfolk, discusses with Norfolk advertising men the BAB radio study, "Count Your Customers." In the WTAR clients' lounge are (seated, l to r) Waddy Ferguson and Gil Kennerly of Ferguson-Kennerly; Mr. Lambe; John MacLaughlin, Stanley Gross and Al Jacobson, all of agencies of their same names. Standing (l to r) are Ira Davidoff and Dan Goldman, Cavalier Adv.

POLITICAL CODE

Demos. and GOP Unveil Rules

LONG-AWAITED code governing conditions of sponsorship for radio-TV network coverage of the political conventions this summer was unveiled by the Democratic and Republican National Committees last week.

Terms under which both parties agreed to commercial sponsorship were announced in separate releases from committee headquarters. They conform substantially to those reported exclusively in detail earlier [B•T, Feb. 11].

The standards of practice cover sponsor approval, times for airing commercial messages, standards for commercials, and disclaimers by each party as to endorsement of any advertised product.

The code was worked out by representatives of both committees and the radio-TV networks and accepted by ABC, CBS, DuMont, LBS, MBS and NBC.

Acceptance of networks' request for permission to sell broadcast coverage rights was hinged on the agreement that they would finance the construction and installation of booths, studios and control rooms in the International Ampitheatre and adjoining Exhibition Hall [B•T, March 3, Feb. 25].

At the outset, this point threatened to emerge as an issue but was resolved when advertisers agreed to buy coverage over virtually all the networks. Cost will be deducted from charges to advertisers where coverage is sold and be absorbed as public service expense in any cases where sponsorship is not set.

The networks requested permission for sponsored coverage on the basis of increased programming and engineering costs. None of the commercial revenue will be paid to the national committees, which are forbidden by law to accept it. The agreement on bearing of installation expense was pushed by the committees on grounds that networks are well heeled with revenue to pay such costs.

The agreement was approved for the GOP committee by Chairman Guy Gabrielson; Rep. Clarence Brown (R-Ohio), chairman of its Radio-Press subcommittee; and McIntyre Faries, chairman of the TV-Motion Picture subcommittee. Approval for the Democratic Committee was given by Chairman Frank McKinney, on the basis of arrangements worked out by Charles Van Devander, publicity chief, and Kenneth Fry, radio-TV director.

Text of the code:

The two major political parties have no objections to sponsorship of the networks' television and radio coverage of the 1952 political conventions, under the following conditions:

A. The type of sponsor shall be approved by the political parties.

B. Commercial messages may be made only during recesses or during periods of long pauses during the actual convention proceedings.

C. Commercial messages must meet the highest standards of dignity, good taste and length.

D. No commercial announcements may be made from the floor of the convention.

E. There shall be a disclaimer made at the beginning and end of each broadcast period. This disclaimer shall make perfectly clear two points: (1) that the client is sponsoring the network's coverage of the event; (2) that sponsorship by ——— Company of the ——— network's coverage does not imply in any manner an endorsement of the product by the political party. All commercial announcements shall be written, programmed and delivered in such a way as to be clearly and completely separated from convention proceedings, political parties, issues and personalities.

BROADCAST CREWS FLOCK TO N.H.

To Set Up Coverage of Primary Elections

NEW HAMPSHIRE primary elections Tuesday, first measurable test of party strength for the major 1952 Presidential candidates, were slated for heavy reporting by radio and television—perhaps including live as well as film TV—starting over the past weekend.

NBC sent a combined radio-TV group to the New England state for grass roots interviews of local voters as well as word and film pictures of the initial primary election. Its first radio report from Concord, the state capital, was to be at 10 p.m. EST Sunday, with coverage to increase until election day when every regularly schedule NBC newscast will feature a direct pickup from the state. Television films of vote preparations, balloting and final results will be featured on such shows as *Today*, *Camel News Caravan*, *Eleventh Hour News* and Richard Harkness' Washington telecasts.

Three NBC reporters slated to give on-scene reports were George Hicks, Leon Pearson and W. W. Chaplin, with Arthur Wakelee of the New York newsroom coordinating.

The network will attempt direct TV coverage via a specially installed microwave relay, with self-powered antennas to be set up at Manchester and Nashua, N. H., and Arlington, Mass., to connect with the network through WBZ-TV Boston. Heavy snows and storms had hindered installations, but engineers were assigned to work until the last possible moment. If system is installed in time for live telecasts, NBC will send two of its most powerful mobile units to originate the programs.

Mutual is dispatching a four-man team to the cities of Concord and Manchester: Hollis Seavey, Lester Smith, Everett Holles, and Leland Bickford. First MBS broadcast from the state is scheduled for 7 p.m. on election eve, to be followed at 10:30 p.m. by interviews with political leaders of the Granite State. Day-long coverage Tuesday will feature first vote statistics during a special 4:45 p.m. program.

CBS Radio will have Griffing Bancroft and Bill Downs in New Hampshire for on-spot reports, with Charles Ashley providing local angles to the network programs. Dallas Townsend will handle taped interviews and technical matters. They were scheduled to be heard in special preliminary reports at 5:30 p.m. Sunday and at 8 and 9 a.m. today (Monday). On primary day, the team will again report on 8 programs throughout the day.

First CBS Radio broadcast pertaining to the vote was to be yesterday's *People's Platform*, when "Will New Hampshire Pick the GOP Candidate?" was slated for broadcast from WFEA, CBS affiliate in Manchester.

CBS-TV camera crews started last Wednesday accompanying all candidates or their spokesmen throughout state tours with their film reports slated for network telecasts from Friday through Tuesday. Initial returns and analyses of primary day were being scheduled by CBS-TV for a special program at 11:30 p.m. EST Tuesday, to be supervised, like all the network's TV coverage, by Sig Mickelson, CBS-TV director of news and public affairs.

ABC radio had no plans by week's end for sending special crews to the primary, but was arranging for broadcast of taped interviews made on the scene. The ABC television network planned films of the balloting, to be made by 20th Century-Fox news teams, for transmission on regular news programs. Direct reports from New Hampshire are slated for 7 and 10 p.m. Tuesday, ABC radio, by Tom Power and Gus Bernier of WMUR Manchester, ABC affiliate there. The network also was preparing to interrupt all programs Tuesday night for special bulletins on the vote.

WORK STOPPAGES

Protest WSB Delays

PLANTS of the General Electric and Westinghouse companies, the nation's two largest electrical producers, in at least a dozen cities were affected Tuesday when thousands of demonstrating workers quit work early or caused temporary stoppages.

Protests were aimed at the Wage Stabilization Board delay in granting a 2½% wage increase—based on productivity increases. Late Thursday, however, the board approved about a four-cents per hour pay hike covering some 320,000 workers of GE and Westinghouse as well as Sylvania Electric Products.

Walkouts and stoppages were organized separately by two rival unions, International Union of Electrical Workers (CIO) and United Electrial Workers (independent), which claim a collective jurisdiction over some 195,000 workers, it was reported.

NBC POLITICAL SALES

Myers Heads Unit

POLITICAL sales unit to handle pre-convention time sales for both radio and television to Presidential candidates and to be directed by Walter E. Myers, veteran of radio network sales department, was announced by NBC last week.

Network asserted that the unit was designed solely for the sale of time to candidates and is in no way connected with NBC radio and TV coverage of conventions, to be sponsored by Philco Corp.

Unit has been operating since first of last month, it was said, and will continue to function until the November elections.

Mr. Myers, who will be assisted by Craig Ramsey of TV network sales, joined NBC in 1935 after having been manager of WBZ Boston and has worked in sales capacity in every political convention since 1936.

IRE Meet

(Continued from page 27)

for UHF impedance measurements; Kay Electric Co.—Mega sweep generator; Kingston Products Corp.—Compact UHF tuner; P. R. Mallory & Co.—Continuous tuner for VHF and UHF receivers; Polytechnic Research & Development Co.—Wideband VHF-UHF sweep generator (35-90 mc) for laboratory use; RCA—Variety of typical UHF receiving antennas, one-channel converter, two-channel converter, UHF all-channel converter, UHF antenna lead-in wires, 6161 UHF power triode transmitting tube; Standard Coil Products—82-channel turret tuner; Sylvania Electric Products—UHF tubes and germanium diodes; Telechrome—Microwave generator for checking performance of microwave and UHF receivers; Workshop Associates—UHF slotted transmitting antenna; Zenith Radio Corp.—all-channel turret tuner.

An NBC-RCA sound film, "Success Hill," depicting the history of their experimental UHF station K2CXAK Bridgeport, was shown.

TV station construction and theatre conversion were discussed in six papers at a Tuesday afternoon symposium. The new WOR-TV studios in New York were described by Newland F. Smith, engineer in charge of overall TV operations; J. G. Leitch, vice president and director of engineering for WCAU Philadelphia's AM, FM and TV operations, described the suburban video-radio building now under construction, and C. L. Dodd, technical supervisor of WFAA-TV Dallas, told of that station's plant and operations.

Horizontal Construction

All three TV studio buildings are of horizontal construction with provisions for delivery of scenery and props directly to the studios without size limitations imposed by elevators in vertical studio arrangements.

Mr. Dodd described elaborate precautions taken at WFAA-TV to insure film projection continuing despite all conceivable video breakdowns, explaining that when 80% to 90% of the programming is on film such precautions do not seem extreme. He also reported an appreciable saving in manpower through standardization on a single size of slide for printed announcements.

Mr. Leitch said that the WCAU-TV control room equipment includes a 17-inch monitor screen to assist the director to compose and frame his pictures for home viewing.

The problem of theatre conversion, primarily one for the TV networks, was described by A. A. Walsh, NBC audio-video engineer, who reported on the conversion of the Center Theatre, with a stage so large that a low-power public address system is employed to let actors on one side of the stage know what's going on on the other side; by A. B. Chamberlain, CBS chief engineer, who described remaking a motion picture house over for TV, and by Clure Owen, administrative assistant in ABC's radio and TV engineering department, who told the group of some of the problems involved in transforming the little theatre into a network TV studio.

An idea of some of the problems may be gleaned from this paragraph of Mr. Chamberlain's talk:

> When a decision has been reached that an additional studio is necessary, the operations, the construction and the engineering departments resurvey the Manhattan area seeking facilities that will be satisfactory. When a potential location is chosen, lease negotiations commence and the power and telephone companies are alerted. In the meantime, the construction and the engineering departments prepare plans covering all necessary building alterations.
>
> These plans must be filed with the City Building Dept. for approval before construction begins. Cost analyses are made and budget requests submitted.
>
> During this same period, preliminary negotiations are conducted with contractors, equipment manufacturers and the power and telephone companies so that all phases of the project can go forward with the receipt of all necessary permits and budget approvals. The engineering department work includes system designed of the audio, intercom and video facilities.

Lighting TV programs is much more difficult than lighting motion pictures, Emero Fiorentino, light director of WJZ-TV New York, told a Tuesday morning symposium on audio and video problems of telecasting. In the movies, he said, close-ups are lighted one way, long shots another and usually lights are set for one camera at a time.

In TV, camera changes are more frequent than light changes and the lights must usually be arranged so as to work satisfactorily for both long and close shots and must always be arranged so as not to block any proposed camera moves, he said. The real tragedy of a TV light man, he noted, is that when a good, clear, well-lighted picture leaves the control room and goes on the air it is at the mercy of the dial turner in the home who can ruin the best effect by inept use of the brightness and contrast dials on his set. The movie lighter, on the other hand, knows that when his work is released, the public sees it as he put it out.

Also at this session, J. Ruston of DuMont reported on the results of an experimental investigation of the transient response of TV transmitter-receiver systems. J. G. Preston, ABC, described the advantages and drawbacks of measuring TV field intensities by helicopter. J. J. Werner of Eitel McCullough discussed the new 5-kw UHF Klystron tube developed by his company. E. G. McCall and T. P. Tissot of RCA described a 1-kw UHF TV transmitter.

Interest in color problems may be gauged by the fact that nine of the 14 papers presented at three technical sessions on television were devoted to some phase of color. Of the remaining five, one, prepared by W. H. Hannahs and Norman Stein of Sylvania Electric Products, described the combined use of etching and silk-screening to produce a completely "printed" TV receiver unit assembly assembled by solder-dripping and interconnected with other stages without wire. The three-by-four-inch plates were said to be usable for most of the stages in present receivers, so this paper pointed the way to appreciable saving of critical materials.

Newest Electronic Miracle

Transistors, newest miracle of electronic science, got a double spot on the IRE convention agenda when the Monday afternoon symposium on transistor circuits did a standing-room-only business, with so many would-be attendees turned away that the session was repeated in a larger room on Thursday.

Based on a germanium crystal that can amplify any alternating current including radio waves, the transistor can perform many functions of the vacuum tube, but is infinitely smaller and requires no power for heating filaments and so uses much less current.

One of the first practical applications of transistors in an actual working machine outside the laboratories was reported by Capt. G. S. Epstein of the Army Signal Corps Engineering Labs. in a paper prepared by him together with J. A. Bush and B. S. Shellhom.

He described and displayed a transistorized converter used with military radio-teletypewriter equipment. The new unit weighs only 10 pounds compared with about 100 pounds of ordinary equipment and uses only about 1½ the current supplied by dry cell batteries contrasted to the 175 needed by standard converters, supplied by heavy and expensive generators in mobile units.

ALBERT JOHNSON (l), manager of KOY Phoenix, accepts an award in recognition of the station's public service. Don Epperson (c), president Phoenix Junior Chamber of Commerce, presents the award. Jay Williams (r), KOY program director beams pride.

Life of the type of transistor employed in the new converter is estimated at about seven years if it is used 24 hours a day, much longer than vacuum tube life, he said.

The transistors used in the Signal Corps converter were developed by Bell Telephone Labs. Being solids, they withstand vibration and shock better than vacuum tubes, Capt. Epstein stated.

Several types of circuits employing transistors were analyzed by R. P. Moore of RCA at the same session. He noted that such circuits must be carefully designed to comply with characteristics of the transistor which are not "too uniform" as yet.

Shea Discusses Operation

Stabilization of operating points in transistor operation was discussed by R. F. Shea of General Electric Co., who concluded that the price of good stabilization in the relationship between collector current at desired operating point and at zero emitter current is loss of power efficiency.

Two other GE engineers, V. P. Mathis and J. S. Schaffner, reported on transistor parameter measurement and transistor oscillators, respectively.

J. A. Morton, Bell Telephone Labs., discussed equivalent circuits for transistors and J. H. Felker, also of Bell Labs., presented a paper on transistor pulse circuits.

Danger signals for the new allocations in the UHF were voiced Wednesday by Kenneth Bullington of Bell Labs. in a paper on "Radio Transmission Beyond the Horizon in the 40-4,000 mc Band."

Reporting on more than two years of tests by Bell Labs., Mr. Bullington said that UHF signals beyond the horizon were found to be "much stronger and much more reliable" than the current theories of UHF propagation had led engineers to expect.

Voice transmissions from NBC's experimental UHF TV station in Bridgeport on 535 mc were regularly received at Bar Harbor, Me.,

(Continued on page 34)

PICTURED here are five broadcast engineers who attended 10th technical television training program at RCA Victor plant, Camden, N. J. [B•T, March 5]. L to r: Gerald J. Morey, WNLC New London, Conn.; Anthony Hogg, WHLN Bloomsburg, Pa.; Leonard W. Haeseler, RCA Victor; Elwood Tite, WAZL Hazleton, Pa., and Theodore Kilmer, WTTM Trenton, N. J.

L.A. LABOR CASES

NLRB Issues Rulings

INTRICATE labor relations picture at Los Angeles stations KHJ-TV and KTTV (TV) cleared somewhat last week as agreements were reached in several jurisdictional disputes.

Interests of lighting employes at KHJ-TV are "more closely allied" with those of program personnel than with technical-engineering employes at the station and should be included in a unit of the former as proposed by the International Alliance of Theatrical Stage Employes (AFL), concluded the National Labor Relations Board in a decision involving KHJ-AM-TV and three unions—IATSE, NABET and IBEW. The board ordered elections at the Don Lee radio and TV outlets.

NLRB Election

NLRB directed that engineers and technicians at KHJ and KHJ-TV choose between the CIO's National Assn. of Broadcast Engineers & Technicians and the AFL's International Brotherhood of Electrical Workers, or neither. Balloting also will be held among lighting men, stage hands, makeup and scenic artists, prop men and others at KHJ-TV to select IATSE or NABET, or neither. Elections will be held within 30 days.

The decision represented a minor victory for IATSE which, along with Don Lee Broadcasting System, favored inclusion of lighting men in a program unit. Both NABET and IBEW held they belong with technicians and engineering personnel. Lighting functions until recently were handled by the engineering department but transferred to programming for more effective operation.

In a similar case involving KTTV (TV), NLRB included lighting employes in the engineering unit on grounds that they worked as part of an engineering crew and under a technical director. Bargaining history also favored this decision, NLRB noted.

Also at KTTV, two unions scored victories as collective bargaining agencies in an NLRB election for employes of KTTV.

IATSE won representation for workers in the program and production division by vote of 22 to 7, while NABET was selected bargaining representative for engineers, defeating IBEW by a vote of 40 to 34.

In the Don Lee case, the board overruled NABET's customary arguments for inclusion of lighting men with engineers. NABET has maintained that TV lighting is "intrinsically an engineering function best performed by employes with technical skills" and noted it has been performed in the past by technical help represented by NABET and that, even now, engineering employes participate in this operation.

MURRAY ARNOLD, WIP Philadelphia program director, is feted for 20-year service with the station at a dinner party given by WIP's president and general manager, Benedict Gimbel Jr. [B•T, Feb. 18]. Executive of station's staff attended. They were (l to r) Reginald Harris, chief engineer; Clyde Spitzner, local commercial manager; Ralf Brent, director of sales; Mr. Arnold; Jack Faber, *Kitchen Kapers* sales director; Mr. Gimbel; Varner Paulsen, assistant program director; Sam Serota, special events and educational director; Clifford Harris, technical supervisor, and Edward Wallis, sales promotion director.

CAPEHART PLAN

Revision Proposals Heard on Hill

THE CAPEHART cost allowance formula for advertising and installment credit controls dominated the first round of Congressional hearings last week on legislation to extend the Defense Production Act.

The sessions got underway Tuesday, with top government agency heads getting in first licks for stronger economic controls before the Senate Banking & Currency Committee. Sen. Burnet Maybank (D-S. C.) presided as chairman.

Plea for repeal of the Capehart amendment and for stronger credit controls was delivered by Defense Mobilizer Charles E. Wilson. William McChesny Martin Jr., chairman, Federal Reserve Board, also testified.

As stalking horse for the administration, Mr. Wilson backed President Truman's demand [B•T, Feb. 18] for outright repeal of the formula permitting manufacturers to compute certain costs for advertising, selling, administration and research, and add them to the final selling price.

In a rather surprising move, Sen. Homer Capehart (R-Ind.), author of the controversial formula, indicated he may not fight against its repeal. The amendment, he reasoned, has served a salutary purpose by stabilizing prices. Moreover, he pointed out, the cutoff date for taking advantage of these benefits was July 26, 1951.

FRB Chairman Martin told the committee that, even if Congress should repeal the provision easing credit restrictions, he would not favor any measurable tightening of installment purchases. Under the present law, the board may not require more than 15% down payment and less than 18 months to pay, compared to 25% down payment and 15 months maturity before Congress eased regulations.

Chairman Maybank introduced legislation calling for a one-year extension of the act from July 1, instead of two years as favored by Mr. Truman. His suggested amendment also calls for price decontrol of certain "soft" goods and he urged the administration to devise a formula. Mr. Wilson said some decontrol is under study and felt it should be left up to OPS. Radio-TV receivers are not within this category.

Mr. Wilson also told the group that:

(1) The bulk of increases under the Capehart amendment are still forthcoming and will be "very costly" and urged Congress to "shut off" further price hikes.

(2) Weakening of present economic controls "will hurt the entire stabilization effort."

(3) The threat of inflation still exists and "the threat of war is by no means ended."

The committee hopes to conclude hearings by March 21 and report a bill to the floor by March 31. Sessions last Tuesday and Thursday were based on Sen. Maybank's original bill (S 2645) to extend the controls act. A companion measure (HR 6546) pends before the House Banking & Currency Committee, with no action slated as yet.

NIT Cage Coverage

NATIONAL Invitation Tournament Basketball, being held for 13th annual time, March 8, 10, 11, 13 and 15, will be telecast from Madison Square Garden by WPIX (TV) New York as part of its winter sports coverage. The *Daily News* station has arranged to feed pertinent coverage to WHIO (TV) Dayton and WDTV (TV) Pittsburgh, home cities of Dayton U. and Duquesne, tournament participants, and other feedouts may include WHAS (TV) Louisville for the Louisville U. games. Tournament finals are March 15.

RADIO SCHOOLS

Report Hits VA Policy

CHUNKY report of a House Select Committee, which investigated the educational and training programs administered under the GI Bill of Rights by the Veterans Administration, sharply raps VA policy on broadcast schools.

The report (H Report 1375), which was being prepared for months [B•T, Oct. 15, 1951], has been released.

A hassle within the VA on definition of radio broadcasting training—whether "vocational" or "avocational"—is pointed up by the report as one of the examples of the VA's record allegedly "replete with administrative failures and malfunctioning."

Holding the committee's top attention was a reversal by the VA of its classification of broadcast schools. Where formally they were classified "vocational," an order of February 1951 by the VA in Washington ruled all radio broadcasting courses were to be considered "avocational" in nature.

This classified radio broadcasting in the same category as "bartending, fishing, dancing, etc.," the report said. Under the law, if listed courses are presumed to be avocational or recreational in nature, a veteran is prohibited from taking the course unless he submits complete justification that the courses will contribute to his vocational or occupational advancement.

CBS-TV GROUP

Set for NARTB Meet

PRESIDENT J. L. Van Volkenburg will head the CBS Television network's delegation to the 1952 convention of NARTB in Chicago the end of this month, it was announced last week.

At CBS-TV headquarters in the Conrad Hilton Hotel, other network representatives will be Herbert V. Akerberg, vice president in charge of station relations; Merle S. Jones, vice president in charge of stations and general services, and William B. Lodge, vice president in charge of engineering, who will be chairman of the convention's panel on engineering.

Others are C. A. (Fritz) Snyder, national director of station relations, and Bob Wood and Bert Lown of the station relations department; Robert Jamieson, sales service manager, network sales; Thomas Dawson, general manager of spot sales; Craig Lawrence, general manager of WCBS-TV New York, and Wilbur Edwards, general manager of KNXT (TV) Hollywood.

CBS-TV film sales will be represented by Fred J. Mahlstedt, director of operations; Walter Scanlon, head of exploitation and merchandising, and Charles Reeves and George Lyons, Chicago representatives. This unit will have a special room at the network hotel headquarters for a display of its films.

FM DRIVE

National Expansion Predicted

EXTENSION of the FM promotion campaign to all active FM areas of the nation looms as a result of the three winter campaigns staged by NARTB, Radio-Television Mfrs. Assn., distributors and dealers.

Success of the drives in stimulating set sales and the listening audience has brought requests from many parts of the country for similar promotions. Campaigns have been completed in North Carolina and Wisconsin and a third is under way in the District of Columbia.

Already 11 more areas have made bids for FM promotion, it was learned at NARTB last week as the association's FM Committee reviewed progress of the winter's developments. The committee met Wednesday under chairmanship of Ben Strouse, WWDC-FM Washington, an NARTB board member for FM.

These requests will be discussed during the FM portion of the NARTB convention in Chicago March 31-April 2. A special FM meeting will be held Monday morning, the opening day (see convention story page 29). A proposed list of city and regional promotions will be submitted to the RTMA FM Committee, scheduled to meet in April.

Campaign Areas Listed

Among areas in which campaigns have been suggested are Upper New York State, New York City, Alabama, Illinois-Missouri-Iowa tri-state area, Pittsburgh, Florida, Chicago and Northern Illinois, Philadelphia, San Antonio, Eastern Ohio-Western West Virgina, Boston and Massachusetts, and San Francisco.

Other areas to be considered are Columbus, Dayton, Detroit, Toledo and Richmond, Va.

May 1 was set by the NARTB committee as tentative date for kickoff of the campaign in Upper New York State.

Attending the Wednesday meeting in Washington, besides Chairman Strouse, were John H. Smith Jr., NARTB FM director; Raymond G. Green, WFLN (FM) Philadelphia; Edward A. Wheeler, WEAW (FM) Evanston, Ill.; Michael R. Hanna, WHCU-FM Ithaca, N. Y.; James D. Secrest, RTMA general manager-secretary; C. E. Arney Jr., NARTB secretary-treasurer.

The Washington Ad Club had a chance to know FM better at its Tuesday luncheon, devoted entirely to the D. C. promotion campaign. Speakers were Mr. Secrest and Harold E. Fellows, NARTB president.

Mr. Strouse introduced the speakers. He recalled FM's rugged postwar history and the development of a united station-manufacturer front after Mr. Fellows assumed the presidency last summer.

Mr. Secrest denied the oft-heard charge that manufacturers had formed a "dark conspiracy to throttle FM in its infancy," explaining competition was so fierce that no two firms would ever agree to suppressing any product that could be sold.

He blamed postwar FM difficulties on the shift of the FM band to 88-108 mc; difficulty of manufacturing sets and the advent of television. He placed Washington radio-TV penetration at 97% for AM, 80% for TV and 35% for FM, adding that sales of radio sets continue to exceed sales of TV receivers. Radio will always excel in certain types of programming, he predicted.

Mr. Fellows reminded that FM received little attention until the FCC gave it a war and postwar boost that brought hundreds of station applications and along with them some subsequent disillusionment.

With over 8½ million FM sets, he said, it has been established that radio and television can function side-by-side. Radio is holding and in some cases increasing its audience listenership as TV continues to grow, he said, with FM multiplying radio's service by filling holes in AM coverage and creating specific markets.

A SECOND LOOK at this Washington Ad Club luncheon photo will show the letters "FM" in front of the folks in the back row. The symbol was framed in honor of the District of Columbia's FM month. Front row (l to r): Jack Mehr, Simon Distributing Corp.; Ben Strouse, WWDC-FM Washington, NARTB director and FM Committee chairman; Arthur Aiken, General Electric Supply Co. Back row: James D. Secrest, Radio-Television Mfrs. Assn. general manager; John H. Smith Jr., NARTB FM director; Edward A. Wheeler, WEAW (FM) Evanston, Ill.; Harold E. Fellows, NARTB president; Tom Griffin, club president; M. Robert Rogers, WGMS-FM Washington; Everett L. Dillard, WASH (FM) Washington; William G. Hills, Electric Institute.

IRE Meet

(Continued from page 32)

some 325 miles distant, Mr. Bullington said. He reported similar long distance reception of pulse signals on 3,700 mc from a Bell Labs. station at Whippany, N. J., in various New England locations as far as 285 miles away. These and other tests proved, he said, that contrary to theory, neither frequency nor weather affected post-horizon UHF reception.

While stressing the positive value of these first experimental facts about UHF reception beyond the horizon, the Bell Labs. engineer admitted that they indicate the possibility of interference between co-channel TV UHF stations at distances far beyond those which the theories of UHF propagation would lead one to expect.

"The one sure thing is that we don't now have all the facts about propagation," he stated.

TV May Help Radar

How TV may help to make radar more usable by the substitution of video picture tubes which may be watched under normal lighting conditions for radar screens which must be hooded was explained by R. T. Petruzzelli of DuMont Labs. on Wednesday. His paper described a radar-TV apparatus now being built under a CAA contract which will be installed in June in the Indianapolis municipal airport for extensive field-testing. Daylight viewing will permit the installation of radar equipment in an airport operating room where it can be watched by the personnel on duty, saving space and manpower.

The use of color TV to aid biologists in gaining more information about microscopic specimens was described in a paper by three RCA scientists—Dr. V. K. Zworykin, L. Flory and R. E. Shrader—during the session on medical electronics. Hooking a tricolor picture tube to a new ultraviolet vidicon camera which is mounted over a microscope trained on the specimen permits electronic coloring of the tissues, which differ in their absorption of ultraviolet light. This supplants the old method of staining the tissues.

The use of an electron lens of improved geometry, making possible the mass production of self-focusing TV cathode ray tubes, was described by A. Y. Bentley, K. A. Hoagland and H. W. Grossbohlin of the DuMont Labs. during a technical session on cathode ray tubes. The design, it was explained, permits picture tubes to be pre-focused at the factory so that the focus cannot be disturbed at the time of installation or servicing. The set-owner is relieved of focusing and the elimination of focusing unit results in a less costly set.

The Stephens radio link, a 10-ounce microphone-transmitter, battery-powered, with a range of 125 ft., was demonstrated. Device can be carried in an actor's breast pocket enabling him to move freely while speaking. Signal is reproduced at broadcast quality and the receiver can be plugged directly into the audio mixer, it was stated. Five frequencies are available for use with this link, selling at $1,500.

Application of printed circuit techniques to microwave transmission systems, effecting great savings in cost, weight and critical materials, was described in a paper by D. D. Grieg and H. Engelmann of Federal Telecommunications Labs. One unit displayed by Dr. Grieg which weighed only a fraction of an ounce and can be made for a few cents can replace, he said, a 15-pound piece of equipment costing from $400 to $500. Usable in place of coaxial cable for studio-to-transmitter links and for microwave relays, the system described utilizes a single wire supported above a ground plane in place of the coaxial line or waveguide, the image of the wire in the ground plane giving the effect of a parallel wire system.

New Frequency Test

USING a new technique developed by amateurs, it will be possible to state definitely, following a momentary test, whether two-way radio communications at a given radio frequency to any location within several thousand miles will be strong, weak or impossible. The experiment which confirmed this technique was conceived and made by Oswald G. Villard Jr. and Allen M. Peterson, Stanford, Calif., both amateur radio operators. American Radio Relay League, West Hartford, Conn., said that should this "scatter sounding" technique prove continually reliable, its use in both commercial and amateur radio will possibly revolutionize present day propagation methods. Story of test appears in current issue of *QST*, unit ARRL journal.

Advertisement

WHO ACCLAIMED NATION'S BEST RADIO NEWS OPERATION IN 1951!

NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS MAKE AWARD AT ANNUAL CONVENTION IN CHICAGO

Shelley and Veteran Staff Praised

Des Moines, Iowa (Nov. 18)—This city's famous 50,000-watt Station WHO, has been awarded one of the broadcasting industry's most coveted prizes — the 1951 Distinguished Achievement Award for Radio News, sponsored by the National Association of Radio News Directors. The presentation was made on November 17 at the NARND's Annual Convention in Chicago.

In making the award, Baskett Mosse, chairman of the judges' committee, said **"...we are happy to announce tonight that radio station WHO, Des Moines, Iowa, was selected as the outstanding radio news operation in the United States for 1951. . . . The committee felt that special recognition should be given to News Director Jack Shelley and his very fine and veteran news staff".**

BEST EQUIPMENT, VETERAN STAFF, BIG BUDGET

The WHO News Bureau has an impressive physical plant: seven leased-wire machines; a portable battery-operated tape recorder; a telephone recorder; three short-wave monitors for state and city police and fire department broadcasts; a number of subscription services; and a library which includes several specialized news encyclopedia.

The seven leased-wire machines include two Associated Press, two United Press and three International News Service machines. **This is by far the greatest number of leased-wire machines servicing any radio station in this section of the country, and exceeds the leased-wire service available to many of the country's leading daily newspapers.** Only two of the seven machines are "radio" wires — the other five bring in detailed stories known as "press" wire service. Press wire service gives lengthy accounts and the three news services bring in three different versions of the big stories around the world. This necessitates constant boiling down, rewriting and sifting of details, playing up news of local interest — all tailored to fit a split-second time period.

NINE VETERAN REPORTERS EDIT AND BROADCAST NEWS

The WHO News Bureau is headed by veteran Jack Shelley, and includes eight other full-time men and a secretary. Eight of the men are college-trained reporters, rewriters and broadcasters, *all of whom are heard on the air.* The ninth man is a specialist in political reporting. The ten people on the staff represent a total of 85 years' experience with WHO. Five of the News Bureau staff have been with WHO ten or more years.

In addition to the regular full-time staff, the WHO News Bureau maintains a staff of 75 correspondents — or part-time reporters — throughout Iowa and in Southern Minnesota and Northern Missouri, heavy WHO listening areas.

TELEPHONE USED EXTENSIVELY

The WHO News Bureau uses the local and long-distance telephone extensively to supplement and verify the regular news services' coverage. Staff members check directly with peace officers and hospitals each morning to get accident reports and accident victims' conditions which may have changed since the late night news reports. In many instances, the leased-wire services do not clear this type of information until too late for a 7:30 a.m. — or even an 8:45 a.m. — newscast. Telephone checks also minimize the possibility of loss of news when events take place in remote areas, distant from a news service reporter.

STAFF WORKS TWO SHIFTS

The WHO News Bureau maintains a morning and a night shift. There is a certain amount of specialization within each shift in that one man may be assigned Washington and foreign news, another Iowa news, and a third miscellaneous human-interest stories. Whatever the assignment, the reporter stays on it for an indefinite period, building up a background for that specific job, and becoming a specialized reporter on that shift. Each shift writes its news copy especially for the men who will be airing it.

$100,000 ANNUAL BUDGET

To operate its award-winning News Bureau and to provide Iowa-Plus listeners with unexcelled news coverage, WHO spends more than $100,000 annually. This figure is believed to be one of the highest figures in the Nation.

PUBLIC SERVICE EXTRAS

In addition to its regular news services, the WHO News Bureau provides its listeners with a variety of public-service extras. These include free announcements regarding public and private meetings during periods of extreme weather conditions, up-to-the-minute reports on road and weather conditions and emergency calls on newscasts to locate families or members of families who are traveling or are visiting away from home, etc. The News Bureau has also developed a system whereby a copy of each newscast mentioning an Iowa serviceman is sent to the next of kin. This service has required the cooperation of local postmasters in many cases because of the lack of a street address or the name of the next of kin. **Management at WHO considers the public service aspect . . . the many extra "little things" that WHO does for its listening public . . . to be the difference between a routine news operation and one that is contributing to the welfare of the community. This — then — is the difference between a good news operation and the "Best Radio News Operation in the United States".**

BETTER NEWS — BETTER AUDIENCES

The leadership of WHO's News Service is only one of many reasons why WHO is *Iowa's greatest advertising value.* The 1951 Iowa Radio Audience Survey, accepted by leading advertisers and agencies as a completely authoritative analysis of listening habits in this state, shows that WHO is by far the "most-listened-to" station in Iowa. Write for your copy, or ask Free & Peters.

+ WHO for Iowa Plus! +

DES MOINES . . . . 50,000 WATTS

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

ESSO Standard Oil Co. has celebrated its 13th anniversary on WSYR Syracuse. V. S. Norton (l), oil company district manager, accepts transcription of special half hour news show from E. R. Vadeboncoeur (third from left), vice president-general manager of WSYR. Looking on are Floyd Ottoway (second from left), staff announcer, and William V. Rothrum (r), program director. Company sponsors *Your Esso Reporter* over WSYR thrice daily. Transcription was recording of "The Thirteen Years," a roundup of top news events broadcast by Esso-sponsored news programs since 1939.

AUTO LISTENING CHECKED BY WXLW

Indianapolis Independent Notes Plus Audience

MEASUREMENT of the car radio audience in Indianapolis and its presentation as a plus for advertisers has had "more effect than any other sales weapon" for WXLW, 1 kw independent daytime there.

The car radio audience, "heretofore unknown and unmeasured," is offered as a bonus to prospective buyers of WXLW time, backed by a companion study which reveals accurate statistical data on the time Indianapolis residents go to and return from work. Both surveys were conducted by the station staff under direction of General Manager Robert D. Enoch.

Bonus Audience

Advertisers, without additional cost, get the bonus audience traveling in cars, and, in the opinion of Mr. Enoch, "can now influence immediate sales and promotional effectiveness by setting radio schedules, timed to catch the automobile listening audience, while it is in motion, on its way to shop."

The initial study of radio as a "driving force" points out that radio "too long has been considered and measured as an in-home occupation."

Mr. Enoch and his staff, to get a sampling of radio listening in Indianapolis, correlated factual population statistics with specific tuning habits. In the county, for example, there are 551,777 residents in 158,235 homes, of which 97.5% are equipped with radio. More than 143,249 pleasure cars are registered for Marion County, where the city is located.

Putting researchers to work on a sampling of 1,400 cars in the county, it was found that 77.2% of the pleasure cars had radios.

Results were compiled from personal research conducted at a garage in downtown Indianapolis for six days, not including Sunday. Cars were checked easily, as keys were left in them, and percentage of tune-ins to each station were recorded by turning on the radio. The garage was chosen because it was new and therefore "less subject to driving and parking habits;" it was located near the downtown area, and the garage was patronized primarily by shoppers.

Of the 1,400 cars surveyed during the six-day period, 10.5% were out-of-state; 22.8% did not have radios; 18.4% did not have radios tuned in; of 3.5% the radios were out of order, and 55.2% were tuned to Indianapolis stations.

The corollary study released by WXLW, entitled "Operations Breadwinner," traced the work and travel habits of most residents. It disclosed that 68% of the working people in the industralized market reported to work by 8 a.m., awakening at 6:30 a.m. Of the 305,000 employed persons in the area, 87,400 use the Indianapolis Street Railway System transportation with the remainder, some 217,600 persons, driving. An average of at least 30 minutes en route to and from work each day was found.

DENVER Ad Club presented KOA that city with an "ad of the year" award for transit advertising promoting the Public Service Co. of Colorado musical show heard over the station.

APRIL 1 QUOTAS

Less Steel, More Copper

LOWER quotas of steel and aluminum and larger quota of copper to be allocated to radio-TV set manufacturers starting April 1 were announced by the National Production Authority last Wednesday.

The allotments are based on percentage rates announced by the agency last month. They provide for 30%, 35% and 12.5% of base period usage for copper brass, copper wire and copper foundry materials, respectively, plus 50% for both alloy and carbon steel [B•T, Feb. 25].

The quotas reflect cutbacks in steel and aluminum for the second quarter. They apply to producers of household radio receivers, TV sets, commercial recording discs, phonograph equipment and automobile antennas.

At the same time NPA Administrator Henry B. Fowler told a news conference that additional residual supplies of copper and aluminum will be made available to firms desiring to apply for them. Similar provision was made fortnight ago in the case of sheet steel. Manufacturers may take advantage of these materials now with removal of the restriction on steel that permitted its use only where no additional supplies of copper and aluminum were needed.

The aluminum shortage was seen as easing with announcement by Defense Production Administrator Manly Fleischmann that an agreement with Canada is under study. The pact would clear the way for an annual import of 300,000 tons over a five-year period.

Here is the breakdown on controlled materials for second-quarter radio-TV set allocations compared to January-March:

Carbon steel—16,855 tons compared to 19,285 tons in first quarter; alloy steel—14 tons as against 34 tons; copper brass—412,150 pounds compared to 359,410 pounds; copper wire — 1,206,597 pounds to 1,105,414 pounds; copper foundry—10,000 pounds to 8,236; and aluminum—398,226 pounds to 464,209. Radio hardware (castings, knobs, etc.) received larger quotas.

In the case of materials cutbacks, NPA pointed out, manufacturers of radio and television receivers and other consumer goods have shown an ability to maintain an output through conservation and substitution measures.

Langfitt Cited

KMA Shenandoah, Iowa's farm service director, Merrill J. Langfitt, got a boost on the Senate floor last Monday. Sen. Andrew F. Schoeppel (R-Ark.) cited Mr. Langfitt for sending an appeal to Gen. Lewis B. Hershey, director of Selective Service, on an acute shortage of farm labor—"we frequently assist in placing farm labor at our radio station, but there is none to place now." The Senator said he hoped that Gen. Hershey "may see his way clear to permit a greater flexibility in regard to the deferment of farm laborers."

CHUB MANAGEMENT

Sister, Brother Operati

Mrs. Hassell

Mr. Rudd

WEALTH of many years of experience in Canadian radio is the prize claim of a sister-brother team now operating CHUB Nanaimo, B. C.

Mrs. Sheila Hassell, for several years with CKNW New Westminster, and her brother, Charles J. Rudd, former partner-manager of CJAV Port Alberni, assumed management March 1.

Mr. Rudd is manager while his sister is in charge of national sales and public relations.

CHUB, 1 kw on 1570, has been operating since 1949. It is located on Vancouver Island, 2½ hours by boat from the city of Vancouver on the mainland.

"Today, for the first time since we both began radio, we are realizing a dream of many years standing," said Mrs. Hassell.

AUDIO & VIDEO NAMED

Agent for M. B. Paul Co. Sets

AUDIO & VIDEO PRODUCTS Corp., N. Y., has been appointed exclusive agent in the area east of the Mississippi for M. B. Paul Co., creator of one-piece translucent backdrops, Russell O. Hudson, Audio & Video vice president, has announced.

Backdrops are described as large "photo enlargements processed through a patented technique onto a . . . sturdy, seamless material and suspended in wheel-mounted aluminum frames." They are pigmented on the back surface so that when lighted from the front they photograph black-and-white and with rear lighting they become full color "sets." M. B. Paul backgrounds have been used by leading motion picture companies for several years and are now offering the same service to television.

BNF Spot Book

MORE than 1,800 radio stations in the United States and Canada are to receive a new book of 35 institutional spot announcements on the values of brand names and broadcasting freedom, prepared on behalf of all sponsors by Brand Names Foundation Inc., New York, and mailed by the major networks, Broadcast Advertising Bureau and Canadian Assn. of Broadcasters. The new book—one of four put out annually by the foundation—contains announcements from seven seconds to one minute in length, all on institutional themes.

Let's hear the eagle scream!

We like to talk to advertisers who squeeze every dollar till the eagle screams! Because on WITH every dollar you spend works hard to produce *low cost results.*

And you don't need many dollars to do a BIG job! WITH's rates are low—and WITH's audience is big—big and responsive. A *small* appropriation goes a long way on WITH.

Here's proof: local advertisers *must* get immediate, profitable results from any advertising medium. *And WITH regularly carries the advertising of more than twice as many Baltimore merchants as any other station in town.*

Just ask your Forjoe man to give you the whole WITH story.

WITH

IN BALTIMORE

TOM TINSLEY, PRESIDENT—REPRESENTED BY FORJOE AND COMPANY

Lan'sakes!
NOW all the neighbors stay up 'till midnight listenin'

WCEN
Mt. Pleasant, Michigan
NOW FULLTIME
1000 watts day
500 watts night
covering 57,300 radio homes and 211,000 people
in Central Michigan
the power-full time station

Paul Brandt, Owner
Stephen Cole, Station Mgr.

Affiliate March 1st

NARTB Meeting Agenda

(Continued from page 29)

new high-efficiency UHF transmitting tube are among the equipment items.

In addressing the convention on behalf of NPA, Administrator Fowler replaces Lewis Allen Weiss, who is resigning his post as assistant administrator in charge of the NPA Office of Civilian Requirements.

The convention business agenda opens Monday morning with simultaneous TV and FM meetings. TV members will elect an entirely new TV board of directors. A noon "Roaring Twenties Buffet" luncheon will be held in the exposition hall with a special entertainment program in the making. The afternoon includes a call to order by Chairman Shouse, remarks by President Harold E. Fellows and a full afternoon of Broadcast Advertising Bureau programming.

Only NARTB members may attend convention meetings, aside from the BAB session which is open to all broadcasters. The exhibits and reception rooms of service and related firms are limited to NARTB associate members. These restrictions were ordered by the NARTB board at its February meeting.

Tuesday includes the "Signs of the Times" meeting in the morning; luncheon address by President Fellows; afternoon series of workshop sessions on merchandising, politics and management.

Wednesday is television day, with TV operators staging a "Confession Session" for the benefit of broadcasters. Chairman Walker's luncheon talk will be followed by afternoon meetings on the TV code and the problem of radio-TV coverage of public hearings. Final event of the convention will be the no-speech Wednesday night banquet. Carl Haverlin, BMI president, is chairman of the banquet entertainment committee.

The Monday morning FM meeting will center around the FM promotion campaign (see FM story page 34). Ben Strouse, WWDC-FM Washington, will preside as chairman of the NARTB FM Committee.

Broadcasters representing the three FM promotion areas—North Carolina, Wisconsin and District of Columbia — will tell what they learned during their month-long winter campaigns. Representatives from Radio-Television Mfrs. Assn. will explain benefits from the manufacturer side, with figures on the number of sets sold in the areas. RTMA has a special FM Committee cooperating in the joint NARTB-RTMA promotion.

A spokesman for distributors and another for dealers will give their side of the story. Then will come proposals to extend the campaign into other areas.

John H. Smith Jr., NARTB FM director, will give the department's annual report. Final item on the FM agenda will be a general discussion period.

The tentative convention agenda:

MONDAY, MARCH 31

9:30 a.m.—Television Business Session, including:
1. Election of Board members
2. Report by Television Director
3. Discussion of Management problems (a panel).

9:30 a.m.—FM Business Session, including:
1. Report on FM Promotion
2. Plans for future
3. Report by FM Director.

12 noon — Roaring Twenties Buffet (Exhibition Hall).

1:45 p.m.—Convention Call-to-Order (Grand Ballroom). James D. Shouse, WLW Cincinnati, chairman, Convention Committee; President Harold E. Fellows, NARTB.

2 p.m. — Broadcast Advertising Bureau.

TUESDAY, APRIL 1

9:30 a.m.—General Session, "Signs of the Times."

9:40 a.m.—Address: What's Ahead In Business?

10:10 a.m.—Address: What's Ahead In Legislation?

10:40 a.m.—Address: What's Ahead In Critical Materials? Speaker: Henry H. Fowler, Administrator, National Production Authority.

11:10 a.m.—Floor Discussion.

12 noon—Adjournment.

12:30 p.m.—Luncheon (Grand Ballroom).

1:30 p.m.—Address: Harold E. Fellows, President, NARTB.

Workshop Sessions

2:30-2:45 p.m.—To be announced.

2:45-4 p.m.—Merchandising Methods (a panel).

2:30-4 p.m.—Politics in '52.

4-5:30 p.m. — Management—Is Yours Good?

4-5:30 p.m.—To be announced.

WEDNESDAY, APRIL 2

9:30 a.m. — General Session (Grand Ballroom). "Confession Session." A panel of "veteran" telecasters tell about operating problems — sales, promotion, rates, wages, programming, construction.

12 noon—Adjournment.

12:30 p.m.—Luncheon (Grand Ballroom).

1:30 p.m. — Special Feature: 1951-52 Voice of Democracy Winner.

1:35 p.m.—Address by Hon. Paul A. Walker, Chairman, FCC.

Workshop Sessions

2:30-4 p.m.—Television Code. A discussion—featuring the TV Code Review Board.

4-5:30 p.m. — Public Hearings — Are they "open to the public" through radio and television?

CBS Widens Holdings

(Continued from page 23)

sented by voting trust certificates. Upon completion of the transaction, Mid-Continent will dispose of its present radio station, WTCN.

"Both WCCO and WTCN-TV are highly successful operations and outstanding in their service to listeners and viewers in the northwest. No changes are contemplated in the staffs who have contributed so largely to the success of these stations, and they will continue to be operated in accordance with their past policies."

There was no official statement on the KQV stock purchase, though it was promptly confirmed by both CBS and stations officials.

WTCN-TV operates on Channel 4 with effective radiated power of 17.9 kw visual and 9.2 kw aural. It is an affiliate of ABC-TV, CBS-TV, and DuMont TV, with hours of operation from 9 a.m. to 1 a.m.

KQV's TV application, one of seven currently on file from Pittsburgh, is for Channel 8.

upcoming

Mar. 12: WKAR-Michigan State College Seventh annual Radio-Television Conference, Kellogg Center, Michigan State College, East Lansing, Mich.

Mar. 15: West Virginia Broadcasters Assn. meeting, West Virginian Hotel, Bluefield, W. Va.

Mar. 17 - 18: Arkansas Broadcasters Assn., annual spring meeting, Marion Hotel, Little Rock.

Mar. 17-20: National Premium Buyers 19th annual Exposition, Conrad Hilton Hotel, Chicago.

Mar. 19: NARTB-sponsored Business Trends Committee, Waldorf-Astoria Hotel, New York.

Mar. 19-21: Assn. of National Advertisers, spring meeting, The Homestead, Hot Springs, Va.

Mar. 20-21: Alabama Broadcasters Assn. annual spring meeting, Buena Vista Hotel, Biloxi, Miss.

Mar. 21-22: Third annual Advertising Institute, Emory U. and the Atlanta Advertising Club, Atlanta, Ga.

Mar. 21-22: Canadian Broadcasting Corp., Board of Governors meeting, CBC headquarters, Toronto.

Mar. 22-April 6: Chicago International Trade Fair, Navy Pier, Chicago.

Mar. 24-27: Canadian Assn. of Broadcasters annual meeting, Royal York Hotel, Toronto.

Mar. 26-28: American Assn. of Industrial Editors, first national convention, Netherland Plaza Hotel, Cincinnati.

Mar. 30-April 2: NARTB 30th Annual Convention, Conrad Hilton Hotel, Chicago.

April 1-4: Twenty-second annual Safety Convention and Exposition, Statler Hotel, New York.

'RACING' RULING

FCC Asked to Reconsider

REQUESTS for reconsideration of the FCC's action setting hearings on license renewals for 16 stations cited because they broadcast horserace information [B•T, March 3] have begun to come in, it was learned last week.

Both WJZ-TV New York and KLAC-AM-TV Los Angeles informed the Commission that they had dropped such programs some time ago. WPIX (TV) New York suspended its horserace news program Feb. 29, the day after the Commission's action was announced.

Station officials and attorneys have been in contact with the FCC all last week getting clarification of the Commission's action.

In Philadelphia, a spokesman for WDAS, which gives race results from 1:15 to 5:45 p.m. with a resume at 6:15 to 6:30 p.m., said the FCC stand was news to him. The station was not mentioned in the FCC action, presumably because its license was not up for renewal at this time.

"We changed our policy about nine months age," he said, "when we realized that we might be giving aid to bookmakers. We discontinued giving late scratches, jockeys and odds. I don't know how the FCC action will affect our future policy."

FROM TRUSCON

guyed or self-supporting... tapered or uniform in cross-section...
steel towers for every broadcasting purpose

Take advantage of the great fund of experience which Truscon has acquired in the steel tower field for every broadcasting purpose.

Truscon engineering has encountered and solved many types of problems in tower design and construction. Truscon manufacturing facilities are precise and efficient, assuring economical installation.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

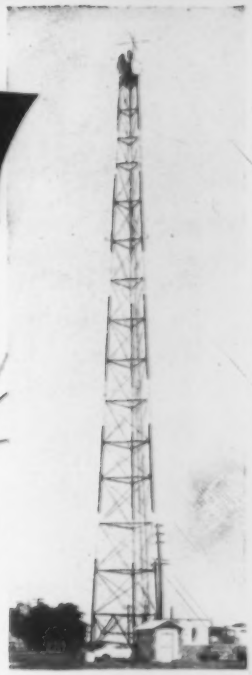
Truscon® Steel Company, 1074 Albert St.
Youngstown 1, Ohio
Subsidiary of Republic Steel Corp.

MICROWAVE

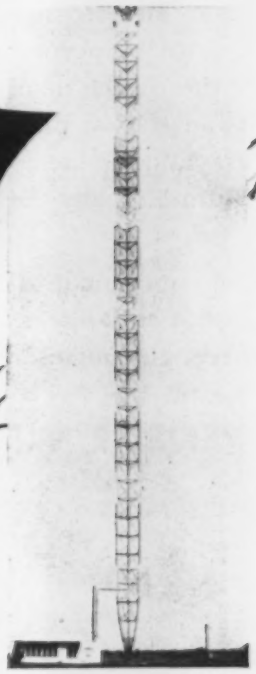
AM

FM

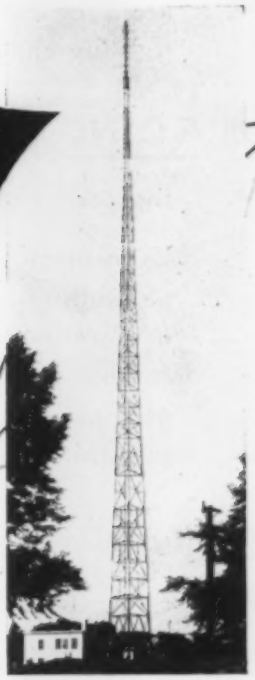
TV



Truscon Type H-30 Self-Supporting Tower, at relay station KEB-810, Linden, N. J. (operated by Transcontinental Gas Pipe Line Company, Houston) is 175 feet high.



This Guyed Truscon Steel Radio Tower operated by KOCY, Oklahoma City, Okla., is 849 feet above ground, 938 feet high overall to top.

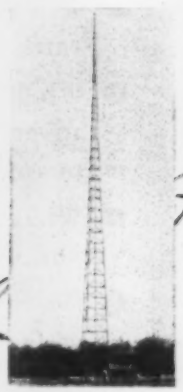


Truscon Self-Supporting Tower, operated by WEMP-FM, Milwaukee, Wisconsin, is 410 feet high with Western Electric 6 Unit Cloverleaf FM antenna.

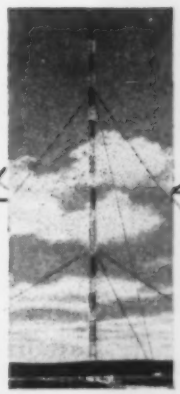
WSAM FM-TV, Saginaw, Michigan. Truscon Self-Supporting Tower, 386 feet high.

TRUSCON
MARK OF MERIT PRODUCTS

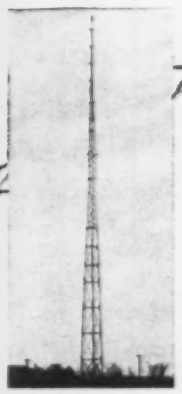
TRUSCON a name you can **build** on



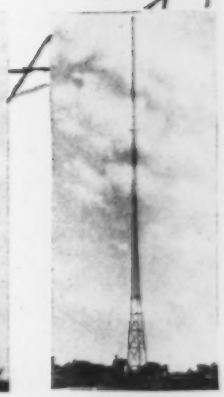
Truscon Type H-30 Self-Supporting Tower, operated by WEXL-FM, Detroit, Mich., supports an 8-bay General Electric FM antenna and rises to an overall height of 425 feet.



Truscon Guyed Radio Tower, WKY, Oklahoma City, Okla., is 956 feet high to top of FM antenna.



WUSJ-FM, Lockport, N. Y. Truscon Self-Supporting Tower, 135 feet high and supporting a GE 4-bay FM antenna 42 feet high. Overall height 177 feet.



This 240 foot Truscon Tower, operated by WTCH, Shawano, Wisconsin, has 52x48 Truscon Ground Screen to assure an excellent signal.

THIS AD IS DIRECTED A

And if you're an advertiser with something to sell the public . . an advertising agency executive whose job is to help your clients do that selling . . or the owner or manager of a radio or television station doing business with advertisers and agencies—well, that one person automatically becomes YOU!

Why? Because this ad concerns itself with a certain fundamental that endangers anyone in any of those three categories. Today, with an expanding economy following paths never traveled before, what you *DON'T* know *CAN* hurt you!

There's an awful lot to know, too—about media trends and ratio of expenditures by the biggest advertisers in recent years, about results, effects of TV on other media, significance of spot and local radio gains. Also, there's a great deal to be forecast with an accuracy that will give today's decisions a fighting chance of being right tomorrow.

WHAT'S HAPPENED? WHAT'S GOING TO HAPPEN?

Those are big, imposing questions. BROADCASTING-TELECASTING, however, will attempt to answer them—for *you* —in a Review & Preview Issue to be published on March 31, an issue presenting the most authoritative, complete facts yet assembled on the changing picture of media investment by top advertisers during the fast-moving years since the end of World War II.

Even more valuable, this issue will analyze its findings and develop from them the kind of forecasts every advertising man, every station operator wants and needs for intelligent planning. What's behind us is interesting. But what's ahead is vital!

ANSWERS ARE HERE FOR EVERYBODY

This March 31 issue of BROADCASTING-TELECASTING can be as important to any plans board meeting as the conference table around which it meets—and far more valuable. Between the two covers of BROADCASTING-TELECASTING you'll find facts that help answer such basic questions as—

- **What are the 1952 trends in media appropriations?**
- **Will the national economy continue to expand, and what part can advertising be expected to play in it?**
- **Can the nation support large numbers of TV stations without seriously impairing present radio facilities?**
- **What do the best-qualified leaders in advertising, marketing, radio and television say about the future?**
- **Is television over-priced today? Is radio under-priced?**
- **Will there be a realignment of all media rates soon?**
- **What are the trends among the top 100 advertisers on their allocation of budgets to various media?**
- **What effect has TV had on newspaper and magazine linage?**
- **Do results show that some products are better suited to radio than TV advertising?**
- **What influence will defense production have on set manufacturing?**

AT JUST ONE PERSON

These (and many more) are typical of the puzzlers that hundreds of plans boards all over America will be trying to think through during the year ahead. The Review & Preview Issue of BROADCASTING-TELECASTING can help make their task far easier because of the essential facts it has uniquely gathered together.

FACTS THAT ARE VITAL TO YOU, TOO

Whether you're an advertiser, agency man, or station operator—the contents of the March 31 issue demand your attention because of their practical usefulness. And it takes no particular prophet to point out that such an issue will be kept, thumbed through, read and re-read by advertising's decision-makers for the fullest study of the material it contains.

If you are the owner or manager of a radio or TV station anywhere in America, that holds considerable significance for you. This issue of BROADCASTING-TELECASTING would be an excellent place to tell *your* story as well . . to run your station's message, directed just as accurately as the March 31 issue itself will be, to the attention of advertisers and agencies planning *now* what they'll do in the future.

NOT MUCH TIME LEFT

(There's a big bonus with this issue, incidentally. It will be published on the opening day of the 1952 NARTB Convention in Chicago (March 31-April 3)—thus commanding the additional attention of everyone at the Convention as well as every advertiser and agency executive who has his eye on the events of this year's NARTB Convention schedule.)

The deadline for all advertising is March 20. Despite the importance of this Review & Preview Issue of BROADCASTING-TELECASTING, there is no increase in rates. If you want your station represented wherever and whenever important advertisers are making plans—today (and not tomorrow) is the time to send us your space reservation. Wire or phone our nearest office if you prefer. But—just don't wait until it's too late!

TYPICAL..

of the highlight features to appear in the March 31 issue of BROADCASTING-TELECASTING are these:

- Comparison of advertising expenditures in all media since World War II.
- How the hundred leading advertisers have distributed their expenditures among the various media from 1946 through 1951.
- Trends in spot radio and television over the past three years, illustrated with charts and graphs.
- Trends in local radio and television over the past three years.

BROADCASTING
TELECASTING

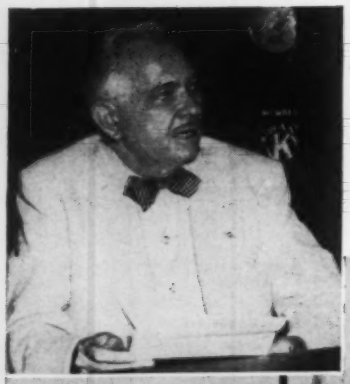
Executive Headquarters
870 NATIONAL PRESS BUILDING
WASHINGTON, D. C.
Telephone: Metropolitan 1022

New York, N. Y.
488 Madison Avenue
Telephone: Plaza 5-8355

Chicago, Ill.
360 N. Michigan Avenue
Telephone: Central 6-4115

Hollywood, Cal.
Taft Building
Telephone: Hempstead 8181

Toronto, Ont.
417 Harbour Commission
Telephone: Elgin 0775



MR. PAUL A. HEISIG,
President,
Elite Laundry, Cleaners,
El Paso, Texas

Radio Program Brings Sponsor "A Great Many New Customers"

That's what Mr. Paul A. Heisig, President of *Elite Laundry, Cleaners*, says about sponsorship of the Fulton Lewis, Jr. program on KSET. *Elite*, one of the oldest and largest organizations of its type in the Southwest, employs over 180 people and serves 35,000 families in El Paso's metropolitan area.

"When we first decided to try radio, we knew that we wanted a prestige program with universal appeal," states Mr. Heisig. "Our search was long and thorough. But when Fulton Lewis, Jr. was presented to us, we knew our search had ended."

That was three years ago. During the ensuing years Fulton Lewis, Jr. has been an integral part of *Elite's* growth. As Mr. Heisig puts it, "His nightly broadcasts, our primary advertising medium, have brought a great many new customers to this company that we could attribute directly to him."

The Fulton Lewis, Jr. commentary is a Mutual Co-op Program available for sale to local advertisers in individual cities at low, pro-rated talent cost. Among the 623 sponsors of the program on 370 Mutual stations, there are 17 laundries. Since there are more than 500 MBS stations, there may be an opening in your locality. For a proved and tested means of reaching customers, check your local Mutual outlet—or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, New York City 18, or Tribune Tower, Chicago 11.

MICH. MEETING

Lamb to Be Top Speaker

EDWARD LAMB, owner of WTOD Toledo, WTVN (TV) Columbus, Ohio, and WICU (TV) Erie, Pa., is to be principal speaker at the seventh annual Michigan Radio-TV Conference to be held March 12 at Michigan State College, Lansing.

Overall theme of the conference is to be "Radio and Television in a Competitive Market," according to Prof. Joe A. Callaway, conference chairman.

Impact of TV and the joint responsibilities of broadcasting and education are to be discussed in the panel topics, "Radio and Television Competition" and "Broadcasting Serving Local Listeners and Viewers."

Other speakers include Worth Kramer, general manager, WJR Detroit, and Dr. Hugh Masters, director of education, Kellogg Foundation.

In addition to educators, panelists listed include Lester W. Lindow, general manager, WFDF Flint; Willard Schroeder, general manager, WOOD-TV Grand Rapids; Jacob P. Scherer, WHFB Benton Harbor, and Dan E. Jayne, general manager, WELL Battle Creek.

GOSCH SUIT SETTLED

Gets $30,000 Damages

OUT-OF-COURT settlement, with payment of a "satisfactory sum" has been made in the $1 million damage suit of Martin A. Gosch, New York theatrical-radio-television producer, against Mrs. Lelia Rogers, mother of Ginger Rogers, film star.

Mr. Gosch charged in his suit that he had been injured personally and professionally by Mrs. Rogers in an ABC *Town Hall* debate on "Is There Really a Communist Threat in Hollywood?" in 1947. He was awarded damages of $30,000 [B•T, Oct. 8, 1951].

He alleged that Mrs. Rogers at the time had smeared the name of Emmett Lavery by charging the playwright-screen writer with Communist sympathies. Prior to the debate, Mr. Gosch had contracted to produce the writer's play, "A Gentleman from Athens" on Broadway. It's short life he blamed on Mrs. Rogers' nationwide broadcast, charging it materially damaged the play.

Mr. Lavery sued Mrs. Rogers and others involved in the debate.

Sawyer Names Aide

APPOINTMENT of Ludwig Caminita Jr. as special public relations consultant was announced by Secretary of Commerce Charles Sawyer Feb. 29. Mr. Caminita, Washington, D. C. public relations counsel with 10 years with various government agencies, will report directly to Mr. Sawyer's office.

CAAB ELECTS

Lounsberry Again Chairman

RE-ELECTION of I. R. Lounsberry, WGR Buffalo, as chairman of the Columbia Affiliates Advisory Board was announced last week by William A. Schudt Jr., national director of station for CBS Radio along with other final results of balloting for directors of the even - numbered CAAB districts.

Mr. Lounsberry

In addition to Mr. Lounsberry, who was returned as director of District 2 as well as re-elected CAAB chairman, Mr. Schudt said Glenn Marshall Jr. of WMBR Jacksonville was re-elected director of District 4 while the following new directors were named:

Hulbert Taft Jr., WKRC Cincinnati, District 6, succeeding Richard Borel of WBNS Columbus, Ohio, and J. J. Bernard, KOMA Oklahoma City, District 8, succeeding Clyde Rembert of KRLD Dallas.

The elections were for two-year terms.

Directors of uneven numbered districts, chosen last year, are: Arnold Schoen, WPRO Providence, District 1; C. T. Lucy, WRVA Richmond, District 3; Howard Sumerville, WWL New Orleans, District 5; Harry Burke, KFAB Omaha, District 7, and Clyde Coombs, KROY Sacramento, District 9.

The CAAB, set up to consider mutual problems of affiliates and the network, was formed in 1941. The stations in each of the nine districts name their own representative.

PHONE BOOK BUYS

Uses Radio in New York

NEW YORK Classified Telephone Directory has begun a local participation program campaign, buying all four New York network outlets in 13-week cycles. In addition, a nine-week campaign will be placed during April and May on four other radio participation programs.

The Classified Directory also has included with its past month's bill to telephone subscribers a promotion piece advising that there are "2,800,000 radio listeners" and that "radio spots on the major New York stations will tell the family about the advantages of shopping via the Yellow Pages—the easy, convenient, time-and-energy-saving-way."

Currently, through BBDO, New York, the Classified Directory sponsors a part of *The Fitzgeralds* on WJZ New York. It also will buy the *Dorothy and Dick Show* on WOR, Margaret Arlen on WCBS and Kate Smith on WNBC in subsequent 13-week cycles.

The nine-week promotion during April and May will include the *Bob and Ray Show* on WNBC, Herb Sheldon on WJZ, John Gambling on WOR and Jack Sterling on WCBS.

EVER DREAM OF SPENDING A MILLION DOLLARS?

Then consider this:

If you had started on January 1 in the year 1236–two hundred fifty-six years before Columbus discovered America–and spent ONE MILLION DOLLARS EVERY DAY throughout that year...

...and if you had continued to spend ONE MILLION DOLLARS EVERY DAY *of every year* in the 716 years that have elapsed since that time...

...it would still take you until May 8, 1953, to spend as much money as the U. S. Government has collected in taxes since World War II ended.

That's what the 262 billion tax dollars–which your Federal Government has collected and spent in the period from August, 1945, to January, 1952–amounts to.

That's why $1.00 out of every $5.00 you've earned in the last 6½ years has gone for Federal taxes.*

That's why $1.00 out of every $4.00 you'll earn this year is earmarked for Federal taxes.*

*This is in addition to the State, County and Local taxes you pay—including your State gasoline tax.

UNION OIL COMPANY OF CALIFORNIA

Manufacturers of Royal Triton, the amazing purple motor oil

Reprints of this advertisement are available on request. Write Office of the President, Union Oil Bldg., Los Angeles 17, California

KEFAUVER'S POLICIES ON RADIO-TELEVISION

- Equal access with the press
- Maximum flow of news from government
- Regulation by Jeffersonian principles

Whistle-Stop Campaign in Your Own Parlor?

—Berryman in Washington Evening Star

By DAVE BERLYN

SEN. ESTES KEFAUVER believes the flow of government information to the public should be screened by an independently created board which would include representatives of the radio-TV industry and the press.

The Senator thus openly challenged President Truman's security order on information, in an exclusive report to BROADCASTING • TELECASTING last week.

Sen. Kefauver, now in the midst of campaigning for the highest office in the land, divides this flow of information from the government into two parts: That which directly affects the security of the U. S., and that which can be placed in a "secondary" position.

With this, he said, is the problem of (1) preventing "information which would be of significant value to an enemy or potential enemy from reaching his hands," and (2) keeping "our own citizens fully informed."

In times of war, Sen. Kefauver explains, "we resolve this conflict in favor of security," in times of peace, "in favor of keeping our citizens fully informed. But in a twilight era between war and peace such as the present, some compromise is a necessity."

While necessary to have a "certain amount" of censorship of essential military information, the Senator said information of "secondary value should be screened by an independent and objective agency—perhaps a board consisting of representatives of the press, radio, TV and perhaps the military agencies, and non-military departments of the executive branch.

"I believe that if the press and radio were adequately represented on the suggested board, they would accept a voluntary censorship system on the order of that which worked so well during the last war," the Senator noted.

In addition to giving security to information of interest to the enemy, it also "would eliminate any possibility of government agencies censoring information which would be merely embarrassing to themselves and would not result in any significant limitation of freedom of speech and freedom of the press."

SEN. KEFAUVER (r) as he conducted crime inquiry in New York into gambling operations. Frank Costello (l) refused to have his face telecast.

Applying this formula to FCC, Sen. Kefauver believes the agency could be concerned only if certain information of its proceedings is judged of interest to the enemy. The board in turn would be responsible for its clearance or its being withheld from news media and to the public.

"In other words, the actual decision on whether non-military information should be withheld from the American public would be made by an impartial agency and not by the bureaus, department, or commission itself," the Senator explained.

The latter statement clashes against President Truman's directive which in effect would leave the broadcast media and the press with no avenue of appeal or a means by which they could evaluate censorship action by government bureaus or bureaucrats.

He's Hep to Broadcasting

Estes Kefauver, the junior Senator from Tennessee, who has spent less than four years in the upper chamber and whose coonskin is in the Presidential ring largely because its wearer chairmanned the Senate Crime Committee uncovering corruption in low and high places, is highly conscious of the broadcast media.

There can be little doubt that he is aware that television is effective not only in bringing to light the rotten apple in a bushel but also in enhancing the popularity of aspiring Presidential candidates.

The Senator, like Sen. Robert A. Taft (R-Ohio), contender for the GOP nomination whose views on radio and television were outlined previously in this publication [B•T, Feb. 4], has not been active in the Senate on matters of federal regulation of the broadcast industry. He resorts to his personal convictions to explain how he stands on this subject. His comment:

The function of Government, according to our American philosophy as first stated by Jefferson, is first to prevent people from injuring one another and secondly to insure a certain degree of equality of opportunity in enjoying the basic rights granted to the people of the nation by the Constitution among them, of course, freedom of speech and freedom of the press.

The regulation of the TV and radio industry should be based on these two considerations, and the additional factor that a uniformity of technical standards is clearly in the public interest.

Sen. Kefauver, who headed the crime committee from May 3, 1950 to the summer of 1951, trod an unusually enlightened path when confronted with critics—both witnesses themselves and members of the legal profession—who blamed TV primarily and radio, incidentally, for violating the rights of those who testified.

The Senator then defended the media as channels of news dissemination for the public. Of this stand taken in his early experience with the media, the Senator says: "It is unchanged. I still think TV is entitled to the same treatment accorded other means of communication."

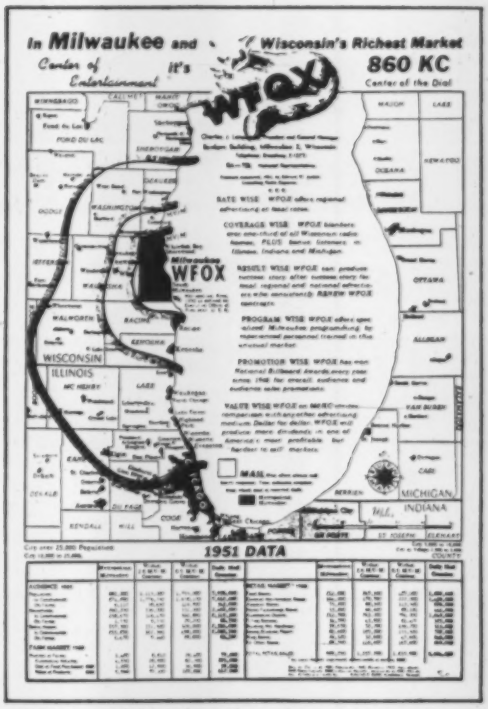
Last August, as a result of the Big TV Debate in Congress and in lawyers' circles, Sen. Kefauver joined in the introduction of a resolution in the Senate to give Congress a "Code of Conduct" for its committees. Perhaps it has taken on additional significance in view of the ban on broadcast media in House committees by Speaker Sam Rayburn (D-Tex.).

Sen. Kefauver, who identifies himself as chief sponsor of that

(Continued on page 85)

want to meet more national advertisers?

...at the time they are considering your market and how best to cover it?



A Service-Ad like this takes advantage of an important fact—CONSUMER MARKETS is used continuously by men seeking market information . . . and always with the underlying purpose of finding the best way to reach the right people in the markets they select.

All year 'round thousands of national advertisers consult CONSUMER MARKETS. Here is a busy traffic point where you can "meet more national advertisers." Here your Service-Ad can interpret the facts about your market; tell how your station serves your trading area.

Look at it this way—nobody, except perhaps an occasional college professor, ever opens a copy of CONSUMER MARKETS just for the sake of assembling statistics. Nearly *everybody* who uses CM is interested in *markets for a specific product;* and has an interest in *how best to cover each market.*

Your Service-Ad next to the data on your market encounters: *Sales Managers* working up market plans • *Advertising Managers* originating or revising campaigns • *Account Executives* drafting proposals or defending those they have already made • *Research Directors* making comparative market studies • *Media men* planning and preparing lists.

More than 450 separate media placed Service-Ads in the 1951-52 edition of CM to help their prospects make better use of the market facts it contains.

how national advertisers use CM

Assistant Research Director, Large Advertising Agency: "I would say that the principal use we make of CONSUMER MARKETS is in connection with our test market work, of which we do a good deal. An important stage in these tests is the determination of typical towns in which the tests will be conducted; and also to define the areas that we would want to use or would consider using from a research point of view."

Account Executive, Large Advertising Agency: "CONSUMER MARKETS is a terrific book. I was in the Media Department before I became an account executive, and I used it constantly. It combines all the information about a market, in capsule form, that I would normally have to go to several sources for. It is a wonderful handbook to have around."

Media Buyer, Medium-to-Large Advertising Agency: "I have found the maps in CONSUMER MARKETS extremely useful; it is the only source I know of where the maps are set up in so helpful a form."

Market Research Analyst. Medium Sized Advertising Agency: "Our clients expect us to spend their money where it does the most good, so we concentrate the advertising in those regions which have a good potential. We use CONSUMER MARKETS for the breakdown of markets for the retail sales potentials, and if the client asks us to justify our selection of regions, we refer him to the statistical information that CM gives us."

SRDS **consumer markets** *The comprehensive single source of authoritative market data*

PUBLISHED BY STANDARD RATE & DATA SERVICE, INC. • WALTER E. BOTTHOF, PUBLISHER

1740 Ridge Avenue, Evanston, Illinois • New York • Chicago • Los Angeles

Leap Year Test

NORTH DAKOTA Broadcasting Co. celebrated Leap Year Day Feb. 29 by turning over staff and management positions on KSJB Jamestown and KCJB Minot to women. As distaff became staff, the CBS affiliates reported their gesture as a test of women's oft-repeated claim: "Anything he can do, I can do better."

'MRS. AMERICA'

Local Franchises Are Open

AVAILABILITY of local franchises for radio-TV promotion of the 14th annual "Mrs. America" contest, to be held at Asbury Park, N. J., Sept. 7, 1952, has been announced by Bert Nevins, managing director of Mrs. America Inc., New York.

Franchises carry sponsor tie-ins and promotion matter for local publicity over a 13 or 26-week campaign prior to the national competition. If sold to local or national sponsor, franchise fee is one-quarter the station's time rate. If the station uses package as a sustainer, it may receive franchise for $100 covering cost of scripts and other material.

Stations desiring to apply for an exclusive franchise should contact Mrs. America Inc., 152 W. 42d St., New York. If a station takes package as sustainer and later sells to a sponsor, it will be billed for franchise according to rate charged the sponsor. Usual 10-day option will not be given this year, Mr. Nevins said.

Advertisement

Short Cut To Finding New Radio Advertisers?

Yes, if your sales staff is given a little assistance.

YOU AND 2,407 other AM stations and 650 FM stations know that a whale of a lot of money comes to your cash register from so-called "Small Fellows" and regional advertisers.

What you may not know is that the one, two, or five men who make the final decision to continue their present schedules with you, or who may be debating whether to use your station now or later, are readers of Printers' Ink. They are part of our 23,475 paid subscribers. They read Printers' Ink every week, they file it, they use it to check their own ideas before they decide about any schedule or selection of media.

Recently one of our friends asked us for a breakdown of the "big ones," those who spend tens of thousands or millions on radio. Here is what we discovered. About 200 advertisers account for 46% of the dollars spent in the national field. And another 2,000 account for 56% of the total dollars spent.

Now in this latter group are hundreds of prospects for your station—regular readers and subscribers of Printers' Ink. Your own representatives can easily handle the 200 group, but some times the small fellows and regional advertisers *have to figure things out by themselves.*

Bob Kenyon

And that's where Printers' Ink provides a short cut to getting your story to them right in their own office or home. (Naturally we go to those 200, too.)

Like you, we know the value of continuity. So, this recommendation is offered. Take a good look at your promotion budget. Then set aside a modest appropriation for Printers' Ink, 1/6 of a page each week or a full page if you like.

Tell our 23,475 subscribers what's going on in YOUR MARKET. Give them the highlights of some successful local or regional campaign that has run, or is now in its 5th or 10th year. Point out to our readers the reason why you believe that your station can and will deliver two definite things: (A) the holding of their present customers, and (B) the opportunity to extend their distribution in YOUR MARKET. Pin it right down to your own operation.

If put to a vote, we believe your salesmen will O.K. this suggestion. How can we help you? Wire, write or phone and one of our staff will be ready to go to work with you.

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR

Printers' Ink · 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

JACK GIBBS, northern Ohio sls. prom. mgr., Westinghouse, signs 13-week pact for 10 half-hours weekly on WSRS Cleveland. Reflecting pleasure are (l to r) Sally Price, WSRS acct. exec.; Jack Kelly, WSRS sls. mgr., and Leonard Axelband, pres., Axelband & Brown & Gardner Adv., Cleveland.

ROBERT O. THOMAS, W. A. Sheaffer Pen Co. public relations dir., signs 52-week pact for newscasts over KXGI Fort Madison, Iowa. Greg Rouleau, KXGI gen. mgr., is witness.

MARK BELTAIRE (at mike), airs news over WXYZ Detroit from *Detroit Free Press* city room. Watching are (l to r) Harry Betteridge, pres., Betteridge & Co., agency; John Shikany, pres., De Soto-Plymouth Dealers Assn. of Metropolitan Detroit, newscast sponsor; Hal Neal, WXYZ asst. radio sls. mgr. Program began Feb. 11.

HARRY PERCHAN (r), pres., Perchan Co., distributor of Pak-A-Way home freezers for northern Ohio, signs 26-week pact for Sunday half-hour disc show over WHK Cleveland. William K. Brusman, WHK acct. exec., explains sales point.

MARVIN LOHMAN (c), Arizona mgr. for Arden Farms, signs 52-week pact with KOOL Phoenix for Mon.-Fri. 25-minute show. KOOL executives present are Charles Garland (l), gen. mgr., and George Agnew, com'l mgr. Show, *Arden-Airs*, features concert music.

C. D. LEON (seated), pres., Leon Drive-In Theatres, Texas chain, signs for half-hour show thrice weekly over KRLD Dallas. Standing (l to r) are Harold Goodman, theatres' adv.-public relation dir. and program m. c.; W. A. Roberts, KRLD asst. gen. mgr.; G. S. Hill, theatres' gen. mgr.; Gerald Cullinan, Mooney-Cullinan agency, and Tom Gibson, KRLD sls. rep.

REPORT TO CAB

Allard Reviews Progress

PUBLIC relations, civil defense, copyright and future plans features the annual report of J. T. Allard, general manager of the Canadian Assn. of Broadcasters to the membership. The report was released to CAB members prior to annual CAB meeting to be held at the Royal York Hotel, Toronto, March 24-27.

In discussing the case for private broadcasting, Mr. Allard stated privately owned broadcasting and advertising will always be open to attack, particularly by uninformed groups or groups with certain specific purposes in mind. He reviewed the work of the CAB in the past year in answering such attacks.

A large number of booklets and pamphlets were distributed by the CAB to daily and weekly newspapers, public and university libraries, professional people and club leaders throughout Canada, as well as members of provincial and federal parliaments, municipal bodies, farm and labor groups, he said.

Freedom of Speech

Mr. Allard reported that "a discussion on the basic issues of freedom of speech with the Dept. of External Affairs in Ottawa produced widespread comment in Canadian, U. S. and overseas publications. This single point did more to dramatize the need for basic guarantees of freedom of speech to Canadian broadcasting than any other single incident in Canadian history.

"Broadcasting is now dealing with the real and fundamental issue that broadcasting is publication. Some publications are produced by a mechanical press; broadcasting is an electronic press. The same guarantees of liberty and freedom of speech must apply in all cases. Broadcasting must have liberty to operate with equitable tenure under and within the framework of the law of the land, just as all forms of publication do."

Mr. Allard reviewed CAB finances and reported that membership at Dec. 31, 1951, numbered 102 members and 28 associated members. Since then membership has been increased by five new associate members. Membership is now 75% of all Canadian independent broadcasting stations.

He reported in detail on the CAB presentation to the Parliamentary Radio Committee and the Canadian Copyright Appeal Board. The latter report is still to be handed down. He gave a list of a large number of Canadian association meetings at which the CAB had representatives or gave presentations.

In connection with civil defense he reported every effort has been made by the CAB to have the Canadian government announce a clear-cut policy for handling broadcasts in the event of hostilities or other emergency.

He reported that CAB's radio bureau at Ottawa "is the best and most effective public service and public relations device ever conceived by privately owned broadcasting anywhere. Enthusiasm for it among members of Parliament is constantly increasing and public acceptance is growing. During the year a new recording technique was devised which has enabled us to reduce costs and improve quality. During 1952 a new inter-session technique will be experimented with."

Mr. Allard reported on the CAB's cooperation with Broadcast Music Inc. plan to encourage interest in books and reading, particularly among teen-agers. He also explained CAB's scholarships to the Ryerson Institute of Technology at Toronto and the Canadian Radio Awards Committee.

In connection with unattended transmitter operation, he announced a meeting with the Dept. of Transport at Ottawa on March 28 at which CAB will present its views. George Chandler, CJOR Vancouver, chairman of the CAB technical committee, will represent the association.

Future projects announced include plans for appointments of a standard accounting committee, a procedures manual committee, committees to work on personnel selection and standard forms. CAB financial report showed revenues almost equal to expenditures despite unexpected outlays on copyright and Parliamentary Radio Committee hearings.

CANADIAN RESEARCH

CAB to Consider Reports

SPARKED by a resolution at the recent annual meeting of the British Columbia Assn. of Broadcasters, the subject of national program ratings is expected to be a major topic at closed business sessions of the forthcoming 28th annual meeting of the Canadian Assn. of Broadcasters at Toronto, March 24-27.

The BCAB resolution asked the various rating services to show the broadcasters their background material which has resulted in such varied rating reports in the Vancouver area. It is understood that Penn, McLeod & Assoc., Toronto, already has offered to make available its work sheets and other data.

Meanwhile, a committee has been named to judge the entries for the John J. Gillin Jr. Memorial Award to be presented to the Canadian station which has done the best public service job in 1951. Presentation is to be made at the annual dinner March 26 at the Royal York Hotel. Members of the committee, all from Ottawa, are Jean Richard, member of Canadian Parliamentary Radio Committee and Liberal Member of Parliament for Ottawa East; Gordon Gowling Ottawa lawyer, and Mrs. Bernard Alexandor, president of Ottawa Women's Canadian Club.

KLZ—30 YEARS OF SERVICE

LT. COL.
JOHN Y. ERICKSON
Divisional Commander
The Salvation Army

"Thank Heaven for people like KLZ!"

Lt. Col. John Y. Erickson of Denver's Salvation Army says, "Thank Heaven for people like KLZ. The weekly KLZ Salvation Army broadcasts are a blessing in helping carry out our work."

KLZ contributes time every Sunday for the Salvation Army programs. In addition, all faiths participate in the station's full hour Sunday morning church hour series. By withholding such times from sale, KLZ insures complete religious public service programming for its listeners.

KLZ

5000 WATTS—560 KC
CBS RADIO

DENVER'S NO. 1 STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

A STATEMENT IN BLACK AND WHITE

Monday, y 5

it ta

pgr

5

addit n

comm c

jt

is know y

y 5, 1952, Lang-Worth will begin servicing

additional

station affiliates with one solid hour of

gramming -- Show Tunes and Pop Concert music

5 days a week, every week in the year -- in

n to the regularly scheduled, outstanding,

rcially-slanted production shows. This is

t one of the many reasons why Lang-Worth

y its subscribers as the most progressive

PROGRAM service in the radio world.

LANG-WORTH feature programs, inc.

113 West 57th Street, New York 19, N. Y.

Canadian Sales Representative

S. W. CALDWELL, LTD., 150 Simcoe Street, Toronto

editorial

Let Voters Decide

MORE AND MORE it becomes apparent that the rational legislators who oppose the broadcasting of legislative hearings are not really objecting to radio and television at all.

What they *are* objecting to—and with cause—is the behavior of their colleagues.

They object to the Roman circus-Spanish Inquisition incidents that have occasionally arisen in committee hearings. They do not wish either to encourage an increase in such incidents or enlarge the audiences that can witness them. In their view, broadcasting will do both.

While we certainly cannot quarrel with their admirable purpose of eliminating, or, to be more realistic, reducing the offensive acts of intemperate legislators, we must say that the way the anti-broadcasting members of Congress are going about it guarantees no immediate achievement. Indeed, their choice of method may only delay indefinitely either the correction of Congressmen's bad conduct or the admission of two qualified media of information into places where they have every fundamental right to go.

In shutting off radio and television, those who seek the needed procedural reforms in House and Senate hearings are arbitrarily eliminating two of the most useful tools they could have for their work.

Television particularly could create a public reaction against demagoguery in Congress, especially if it were employed frequently enough so that the novelty factor, which obtained during the Kefauver telecasts, wore off and the audience became more sophisticated.

The reforms which some legislators are trying to achieve within the Congress would then be taken care of automatically at the polls. Much of the misbehavior would be corrected by an elimination of those who misbehaved. In the process, the composition of Congress would be improved and the public additionally enlightened.

Cigarette Taste

THOUGH it now may be only a ripple, there is reason to believe that a sizable wave of protest against cigarette advertising on the air is being formed.

Unfortunately, it must be admitted, there is justification for some objection to excesses in cigarette advertising on television.

The matter of its greater impact is one that television must consider in deciding which advertising messages it will accept and which it will reject. A printed advertisement in which an actress' testimonial appears in static type certainly does not carry the conviction that it is present when the actress appears in full animation on the television screen and *says* what she is quoted as saying in the printed ad.

What she says must be judged more critically by the telecaster than by the publisher.

It would seem that telecasters would be well advised to make a very thorough inspection of the cigarette commercials they are carrying, with a view to toning down those which seem to be getting somewhat out of hand, before the public indignation reaches unmanageable proportions.

If opposition to cigarette advertising is allowed to develop significantly, it could easily spread to other kinds of advertising as well.

Biting the Hand

ANOTHER P. I. offer came to our attention the other day. This one was sure fire, according to the agency that was soliciting stations to carry it, because the product sold for less by mail order than it did in retail stores.

The agency thought broadcasters would grab at that angle. Think of the enormous power of a commercial that would say: "The same product will cost you *more* at your corner store than it will if you send us your money."

In its solicitation letter, the agency swore that a couple of hundred stations were taking the business. If that is so, a couple of hundred stations are pretty short-sighted indeed.

In 1951 the revenue from local advertisers (most of them retailers of one kind or another) was $227.4 million, the revenue from national spot (which is probably the category in which P. I. stations report that sort of thing) was $134.2 million, the revenue from network business was $116.6 million.

P. I. volume is impossible to measure, but we doubt that it amounts to very much, especially when matched against the $227.4 million that legitimate local advertisers paid to radio for time last year.

Wonder how the retail advertiser feels about a radio station in his town that is hawking by mail the same product he has on his shelves, and hawking it at a lower price?

Tower Sites

A PROBLEM that is bound to crop up in many communities when the television freeze is thawed and new stations granted is that concerning the placement of antenna towers, particularly the high ones that the FCC will authorize for some VHF and many UHF installations.

As every broadcaster knows, airplane pilots look upon antenna towers as flies look upon a spider web. The Civil Aeronautics Authority must approve the height and location of every new tower higher than 500 feet.

It is likely that in some communities destined to receive new or expanded television service the sites that would be best for TV transmission would be hazardous to existing air traffic lanes. In those situations broadcasters will have to try to encourage a rearrangement of airplane traffic.

We bring up this matter now because the recharting of an air traffic system around a city cannot be done overnight. It is not a moment too soon for broadcasters to begin working on the problem.

How can that be done?

The obvious plan is for all TV applicants in any community to work together on the problem, even though they may be in competition with one another for facilities.

A cooperating group of broadcasters could work with local air control authorities, representatives of the CAA and military aviation. The reconciling of antenna sites and air traffic patterns could be well on its way before the FCC hearing of competitive station applications were held.

The out-of-pocket expense involved in such negotiations would be negligible, since station applicants must have engineering data to present with their petitions to the FCC.

The virtue of clearing up the tower question with air authorities in advance of what in many instances promises to be protracted FCC procedures is that it will hasten the day new stations go on the air. To wait is only to delay further the spread of television throughout the country.

our respects to:

JAMES HOWARD CONNOLLY

IN JIM CONNOLLY, brand-new vice president in charge of its San Francisco division, ABC possesses an executive who, aside from business acumen, can offer somewhat unusual titular attainments. Mr. Connolly is an Indian admiral.

As an honorary chief of the Kiowa Tribe in Oklahoma, he is entitled to sign his letters with the name Goom-Tau-Ta-Ke-Ah, though he rarely does.

It is no slur on his recollective faculties that he felt it advisable to consult his records before repeating the name. Indeed, at the tribal ceremonies in which he acquired it, the daughter of the full-fledged chief, who did the honors, herself was compelled to consult her father before venturing to say it out loud. It means "He Who Gives Word From Air" and was conferred in March 1950 on the recommendation of a group of Oklahoma ABC affiliates for his contributions to the advancement of commercial radio in the U. S.

Mr. Connolly came by his commission as an admiral—in the Great Navy of the State of Nebraska—in much the same way, through the thoughtfulness of Nebraska affiliates. His commission, signed by the state's governor, shares wall space in his New York offices with a radio map and a certificate of more serious professional significance—that of a member of the national panel of arbiters of the American Arbitration Assn.

Unlike his titles of admiral and chief, Mr. Connolly's ABC jobs have imposed a number of demanding responsibilities.

As vice president in charge of owned radio stations, the post he is now leaving after serving in it since its creation in February 1951, he has been in charge of ABC's five owned-and-operated radio stations and also Spot Sales, Cooperative Program Sales and local and spot sales service. Now he is moving into the San Francisco vice presidency, succeeding Gayle Grubb, who resigned to join Fort Industry Co. [B•T, March 3].

Jim Connolly comes to this job through the ranks, having served ABC since July 1, 1941, in a series of progressively responsible positions—most of them considerably more mobile than his new one or the one he is leaving. Working in the station relations department from that date until his duties were expanded by appointment as owned radio stations vice president in 1951, he spent much time trekking from station to station across the country.

Those were years of expansion in the ABC

(Continued on page 53)

30 Years of Leadership

- Serves a daily audience three times greater than that of any other station in the Capital District of New York State. (Albany, Troy and Schenectady)
- Over 1/3 greater than the combined audience of the area's next ten top-rated stations.
- WGY is the only NBC station in the area and the WGY audience rating for NBC programs is impressively larger than the national average.
- **THE CAPITAL OF THE 17TH STATE: Only WGY covers all 54 counties in eastern New York and western New England—a substantial market area including 22 cities where more people live than in 32 other states and where more goods are purchased than in 34 other states.**

WGY

50,000 Watts

REPRESENTED NATIONALLY BY NBC SPOT SALES

A GENERAL ELECTRIC STATION • SCHENECTADY, N. Y.

front office

LUELLEN L. STEARNS, CBS Television Spot Sales, named eastern division sales manager for TV in NBC National Spot Sales Dept. effective March 15.

RICHARD A. O'LEARY, special sales representative, KTTV (TV) Hollywood, elevated to account executive.

WILLIAM R. KELLEY, WCAE Pittsburgh, joins sales staff of WDTV (TV) that city.

EDWARD C. OBRIST, New York radio consultant, named manager of station operations, WNHC-TV New Haven, Conn.

Mr. Obrist

RUTH DORR, KOVE Lander, Wyo., to KVWO Cheyenne as commercial manager.

EARL L. BOYLES, general manager of WWGP Sanford, N. C., to WNAV-AM-FM Annapolis, Md., in same capacity.

ROGER HAGADONE named station manager at KEYY Pocatello Ida., replacing CLAYTON HALE, who has retired due to ill health.

EVERETT-McKINNEY Inc., N. Y., appointed station representative for WEOK Poughkeepsie, N. Y.

JAMES F. HOFFMAN, advertising staff, *Los Angeles Mirror*, to KNXT (TV) Hollywood as national advertising representative in L. A.

GEORGE TALLON, General Outdoor Adv., Minneapolis, to sales staff of WTCN-AM-TV that city.

WILLIAM G. RAMBEAU Co. appointed station representative for KWHN Fort Smith, Ark.

Now 1000* Watts on 680 kc

with COMPLETE coverage of the Southern New York — Northern Pennsylvania trading area . . .

WINR the Triple Cities ★ BINGHAMTON ★ JOHNSON CITY ★ ENDICOTT

NBC AFFILIATE IN THE SOUTHERN TIER

George P. Hollingbery, National Representative

ROBERT D. WOOD, account executive, KTTV (TV) Hollywood, to KNXT (TV) in similar capacity.

JOSEPH P. HENRY, radio-TV timebuyer, MacManus, John & Adams, Detroit, named ABC Radio Spot Sales representative in that city.

Mr. Henry

AL LARSON, sales staff of WOW-AM-TV Omaha, Neb., appointed regional sales manager for TV sales.

LEON GORE, WGAL-TV Lancaster, Pa., to sales staff of WOAI-TV San Antonio, Tex.

ROBERT J. CONWAY, sales representative, WBEN Buffalo, appointed assistant radio sales manager. HERBERT RESNICK, commercial manager of KBUR Burlington, Iowa, joins WBEN's radio sales staff.

FRANK H. ELPHICKE, manager of CKWX Vancouver, elected vice president and general manager of Western Broadcasting Co. Ltd., station licensee.

H-R REPRESENTATIVES Inc., station representative firm, moves to larger quarters in Chrysler Bldg., 405 Lexington Ave., N. Y.

HAMILTON YOUNG, NBC operations analyst, named network's budget director to succeed acting budget director LESLIE VAUGHN.

ROBERT MEEKER Assoc., New York, named sales representative for KBIG Avalon, Calif.

RICHARD O'CONNELL, Everett-McKinney, N. Y., to KCOR San Antonio, Tex., as assistant commercial manager and public relations director.

Mr. O'Connell

WILLIAM K. McDANIEL, assistant television sales manager, ABC Western Division, named ABC radio network sales manager for division.

JOHN MOWBRAY, account executive, KJBS San Francisco, joins Jim Diamond Adv., that city, as vice president.

NATALIE S. MacDONALD, Dan River Mills Inc., N. Y., to WTOP-AM-FM-TV Washington as director of sales promotion under GEORGE HARTFORD, vice president in charge of sales.

WYLIE ADAMS, ABC-TV New York, to CBS-TV that city as account executive.

Personals . . .

WILLIAM V. ALFORD, commercial sales manager, WSYR-AM-TV Syracuse, vacationing for two weeks in Bermuda. . . . NAYLOR ROGERS, executive vice president, Keystone Broadcasting System, Chicago, vacationing for month in California. . . . DON SCHARDT, WSYR Syracuse salesman, father of twins, David and Anne, Feb. 27. . . . LAWRENCE W. LOWMAN, CBS vice president and general executive, named radio-TV chairman by New York City Cancer Committee for April fund raising drive. . . .

KEN KILMER, general manager, KBOE Oskaloosa, Iowa, served as mayor for three-day observance to mark naming of Oskaloosa as "America's Freedom City" by Freedom Foundation of America.

OFFERS SAFETY DISCS

Commentators Featured

TEN radio and television news commentators will discuss the importance of individual cooperation with the National Safety Council's accident prevention activities in a new transcribed radio series, *The Fight for Life*. They include Douglas Edwards, Cedric Foster, Pauline Frederick, Taylor Grant, Gabriel Heatter, Bill Henry, George Hicks, Don Hollenbeck, Lowell Thomas and Clifton Utley.

Services of each were contributed by the network or sponsor for which they work. Series was arranged by Dan Thompson, radio director of the council, in cooperation with John W. Pacey, ABC public affairs director; William A. Whitehouse, ABC manager of special events for radio; E. A. Chester, CBS director of news and public affairs; Ted Bell, Procter & Gamble; J. Carlisle MacDonald, U. S. Steel Co.; William P. Fineshriber, Mutual vice president, and Milton Burgh, MBS news director.

Free copies of the recording, with 90 seconds of commentary by each person, will be released to any station for use as public interest sustaining spots, Mr. Thompson said. Inquiries should be directed to Paul Jones, director of public information, at council headquarters, 425 N. Michigan Ave., Chicago.

Our Respects to

(Continued from page 50)

radio network. Conservative estimates indicate that Mr. Connolly had a large hand in adding 75 affiliates to the network in a single two-year period.

A native of Baltimore, James Howard Connolly was born Jan. 4, 1906, the son of James Patrick and Miriam R. Connolly. He attended Baltimore schools and McDonogh Military School, a nearby preparatory institution. By that time he had picked out his career and he moved on to the U. of Pennsylvania to study advertising and merchandising.

This two-year course behind him, he joined the N. W. Ayer & Son agency in Philadelphia in 1926. Serving officially as an assistant space buyer, he added radio to his duties about 1928, working on the New Haven Watch Co. and National Carbon Co. accounts, among others. In November 1935, Ayer dispatched him to its New York office, where he was engaged 100% in timebuying. He left Ayer on April 1, 1936—10 years to the day after joining the company in Philadelphia.

Next stop was the Branham Co., basically a newspaper representative, for which he opened and directed its New York radio representation office when the company entered that field. He remained with Branham, where he was elevated to a vice presidency in 1942, until his move to ABC in mid-1944.

In the network's station relations department he worked out of New York for approximately two years, then was sent to Chicago in 1946 to open a station relations office there. He returned to New York and resumed operations from the station relations headquarters base at the end of that year.

In January 1951, Mr. Connolly was elected station relations vice president and a month later, when ABC reorganized itself into separate radio and TV functions, was named vice president in charge of owned radio stations.

His San Francisco assignment, announced last week, becomes effective March 15.

As might be expected of a man who has spent much time in station relations, Mr. Connolly is an affable extrovert. Having associated closely with radio for most of his business career, he has full confidence in it and its future. He discounts the notion that television is a bugaboo for radio.

In his view, television has had a chance to show what it may reasonably be expected to "do" to the aural medium, while radio has shown that it can adapt itself to meet the competition and, in fact, is currently experiencing a strong come-back.

Mr. Connolly married Florence Egan of Philadelphia on June 17, 1936. They have two children—Carol Ann, 12, and Sandra Marie, 8—and, until his new appointment, lived in Bayside Hills, L. I.

He is a member of the Roman Catholic Church but describes himself as "not a joiner" socially. He likes outdoor sports, especially baseball, and, although he classifies his golf game as "mediocre," toys with the hope of attaining a respectable handicap in the immediately foreseeable future.

He also is a reasonably truthful fisherman, attributable perhaps to the fact that his daughters are his favorite fishing companions.

PROGRAM highlight of WGY Schenectady's Anniversary Week [B•T, Feb. 18] was 40-minute documentary covering main events in station's 30-year history. This was followed by a panel discussion including eight men who have been with WGY since its beginning. Nine panel members were (l to r) Kolin Hager, first announcer, only partly visible; A. O. Coggeshall, music supervisor; William Fay, vice president of Stromberg Carlson and manager of WHAM Rochester; Chester H. Lang, vice president of General Electric Co.; Howard Tupper, staff announcer and moderator; Dr. W. R. G. Baker, vice president and general manager of GE's Electronics Div.; Willard J. Purcell, WGY managing engineer; William T. Meenam, newsroom supervisor, and C. D. Wagoner, GE news bureau, partly shown.

RCA INSTITUTES

181 Are Graduated

RCA INSTITUTES Inc., one of the oldest radio technical training schools in the U. S., graduated 181 students Feb. 26 at commencement exercises in New York.

Four students were presented special awards by Maj. Gen. George L. Van Deusen, U.S.A. (ret.), president of RCA Institutes, for outstanding achievement in their respective courses: Lynn I. Decker, Tabor, Iowa, advanced technology; Raymond Mills, Brooklyn, radio and television broadcasting; Walter Viveiros, Ozone Park, L. I., radio and television servicing; and Johannes P. Richter, Flushing, L. I., radio and television servicing, evening class. Fourteen other graduates were announced as having attained honor grades.

New alumni of RCA Institutes included residents of 12 states, students from France, Italy and Puerto Rico, and, in the radio and television broadcasting course, one woman. About 60% of the class were veterans of World War II.

NLRB Elections

ELECTIONS to determine whether the International Brotherhood of Electrical Workers (AFL) shall represent engineers and technicians at WJPS Evansville, Ind., and WBSR Pensacola, Fla., have been directed by the National Labor Relations Board.

SOUTHWEST IRE MEET

Speakers Are Announced

ATTENDANCE of 1,000 is expected for the Fourth Southwestern Institute of Radio Engineers Conference and Radio Engineering Show, scheduled for Houston, May 16-17, G. K. Miller of Schlumberger Inc., conference chairman, announced last week.

Among leading speakers slated are Dr. Donald B. Sinclair, IRE president and chief engineer of General Radio Corp.; Comdr. T. A. M. Craven, Craven, Lohnes & Culver, Washington, D. C.; A. Earl Cullum, consulting engineer, Dallas; John Reinartz, Eitel McCullough Inc., and Col. Edwin White, FCC.

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new 5000-WATT TRANSMITTER
HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

RADIO REACHES PEOPLE...
WSIX
WSIX DELIVERS
THE * NASHVILLE MARKET
* 53 BMB Counties in Middle Tennessee and Southern Kentucky are COVERED by WSIX ALONE. Sell this BILLION $$$ market...
WSIX—Celebrating a Quarter Century of Service!
Better Buy
WSIX
The Voice of Tennessee's Capital City
NATIONAL REPRESENTATIVE:
GEO. P. HOLLINGBERRY CO.
ABC AFFILIATE · 5000 WATTS · 980 KC and WSIX FM 71,000 W 97.5 MC

air-casters

JACK LIGHTCAP, former NBC Hollywood sportscaster, to WINS New York as sports director to handle pre- and post-Yankee sportscasts and nightly quarter-hour show.

BESSA BISSON, Burnett & Logan, Chicago, to WMAQ (AM)-WNBQ (TV) same city, as advertising and promotion writer.

HARVEY OLSON, program manager at WDRC Hartford, to teach course at Hillyer College, same city, on "Radio Announcing and Speaking."

DAVE LOYE, program director at KOCY Oklahoma City, to WKY-AM-TV that city, on continuity staff.

STEVE HARRIS to KCOW Alliance, Neb., as announcer-operator. **FRANCES FAGERBERG** rejoins staff as traffic secretary.

GEORGE HEINEMANN, NBC Chicago TV program manager, named TV representative on Citizens Traffic Safety committee.

MARK SCOTT, baseball play-by-play announcer, WCAV Norfolk, Va., to KFWB Hollywood on home games of Hollywood Stars starting April 1.

MICHAEL DONN RANDOM, staff producer, KLX Oakland, Calif., appointed director of music.

OTTO BREMERS, promotion staff at WMAQ Chicago, has won photographic award from Freedom Foundation for second year.

PEGGY WARFEL, receptionist at WLAN Lancaster, Pa., promoted to traffic manager and **VALERIE SCHEYING** assigned to air *The Women's Page,* station's daily women's program.

DARLEEN BRUNS, KSUM Fairmont, Minn., to KIST Santa Barbara, Calif.

JEAN PAXSON, WBBM Chicago billing department, to CBS Radio Spot Sales, that city, as assistant contract manager.

SANDRA SPENCE, timekeeper on NBC-TV *Pantomime Quiz,* assigned role in Universal-International film, *Ma and Pa Kettle Go to Waikiki.*

BOB GRANT, WBBM Chicago announcer, serving on active duty with Navy for two weeks as communications officer.

CARL CARUSO, MBS announcer on *Gabby Hayes Show* and *Your Home Beautiful,* elected chairman of radio-TV committee of Long Island Parent-Teachers Assn., formed to promote better understanding between radio-TV and schools.

Mr. Caruso

JACK STECK, manager of programs and production, WFIL-TV Philadelphia, to serve as TV advisor at Music Educators National Conference, Phila., March 21-26.

BOB SEITZER, publicity director, KMTV (TV) Omaha, Neb., to WOW-TV that city as promotion manager.

NEOMI ALEX appointed traffic-continuity director at KCBQ San Diego, Calif., replacing **NANCY READ** who resigns to be married. **HARRY MITCHELL,** disc jockey, named staff announcer-producer. He is replaced by **JIM O'LEARY** on all night disc show.

PAT WILKINS, announcer, KOOS Coos Bay, Ore., to KXL Portland in same capacity.

DON CLARK, Hollywood director-writer, to CBS Radio *Stars Over Hollywood* as director.

JOE ADAMS, Negro disc m.c., KOWL Santa Monica, Calif., receives award from *Color* magazine and begins fifth year with station this month.

DON L. PIERCE, program director, WRRF Washington, N. C., will speak on "The Library and Radio in the Changing Community" at March 22 meeting of Librarians and Trustees, Chapel Hill, N. C.

SHERMAN BOOEN returns to announcer-disc jockey position at WTCN-AM-TV Minneapolis-St. Paul, after serving in Korea as Marine captain.

CHUCK DULANE, director of *Farm Family Hour,* WGAY Silver Spring, Md., presented honorary membership in Montgomery County 4-H Clubs for service rendered to farm community.

JOHN BERRY Jr., correspondent for *Evansville* (Ind.) *Courier,* to announcing staff of WGBF Evansville.

MILTON CANTER joins WAAM (TV) Baltimore as projectionist. **ART HELMER** and **ROYALL PARKER** to station's announcing staff.

TOM MOOREHEAD, WFIL Philadelphia sports director, to serve as m.c. at three report luncheons scheduled in connection with city's American Red Cross fund raising campaign.

ISABELL HOYT, promotion manager, KPOJ Portland, Ore., elevated to merchandising manager.

VIRGINIA HURWITZ joins promotion department of KMTV (TV) Omaha, Neb.

JOSEPH CARLETON BEAL to WDSU-TV New Orleans as program consultant.

JAMES GRAHAM DAMON, program operations manager, KNBH (TV) Hollywood, and **TESSIE ANN BEATON,** NBC Western Division continuity acceptance department, married March 2. Mrs. Damon is daughter of **WILLIAM J. BEATON,** vice president and general manager, KWKW Pasadena.

PAUL WESTON, musical conductor-star of CBS Radio *Paul Weston Show,* married **JO STAFFORD,** singer, Feb. 26.

JIM HANLON, publicity and public relations director, WGN-AM-TV Chicago, father of son, Sean Robert, Feb. 29.

JOHN KETTERER, announcer and music director, WSOY Decatur, Ill., father of girl, Patricia Ann, March 1.

GLENN LORANG, farm director, KHQ Spokane, father of boy, John Christopher, Feb. 28.

JACK IHRIE, chief announcer, WEXL and WOMC-FM Royal Oak, Mich., father of boy, Kenneth James, Feb. 27.

RALPH WILLIAMS, announcer-actor WEW St. Louis, father of boy, Mac Allen, March 1.

MILT PARLOW, executive assistant to **LES LEAR,** manager of NBC's *Welcome Travelers,* father of girl, Jan Lee, Feb. 21.

News . . .

RODERICK MacLEISH, former radio writer, director, producer and commentator on staff of then Gov. Chester Bowles of Connecticut, to WLAW Lawrence, Mass., as news director.

JOE WEEKS, CBS Radio staff announcer, to KCSJ Pueblo, Col., as news editor.

MILT BERKOWITZ, news editor, WONS Hartford, Conn., joins NBC New York news and special events department.

HENRY J. CASSIDY, director of news, NBC, to speak at annual Red Cross banquet in Syracuse, March 28.

DICK SALYERS named local news editor at KCOW Alliance, Neb.

CHARLES DAY, WGAR Cleveland news editor, elected to city's graduate chapter of Sigma Delta Chi, national journalism fraternity.

JOHN HALVORSON, Duluth, Minn., joins KCBQ San Diego, Calif., as news chief.

FRANK QUATTROCCHI, press representative, NBC Hollywood, father of girl, Beatrice, Feb. 23.

HARRY L. COHOON Jr., news editor, WORC Worcester, Mass., has married Barbara H. Farnsworth.

Proetz Award

PLANS for the 1952 Erma Proetz Award competition, designed to honor women's outstanding creative work in radio, TV and other phases of advertising, were announced Feb. 29 by the Women's Advertising Club of St. Louis, contest sponsor for the eighth year. Three $100 cash prizes and honorable mentions will be awarded on the basis of work from March 1, 1951, to March 1, 1952. Competition is open to all women in the U. S. Canada, Cuba or Mexico and entries must be postmarked not later than April 10. Awards will be presented at a dinner meeting to be held in conjunction with the St. Louis Exhibit of Advertising, Hotel Statler, St. Louis, May 12-14. Entry blanks may be obtained from Mrs. Blossom Streeter, chairman, St. Louis Women's Advertising Club, 706 Chestnut St., St. Louis 1.

Three to ARF Committee

THREE new appointments to Advertising Research Foundation's Technical Committee were announced last week by B. H. Geyer, chairman of the board. Appointees are Edward Battey, vice president and director of research, Compton Adv.; Lyndon O. Brown, vice president and director of media, merchandising and research for Dancer-Fitzgerald-Sample; and G. Maxwell Ule, vice president and research director of Kenyon & Eckhardt, all of New York. Other members of ARF's Technical Committee are:

Committee Chairman Arno H. Johnson, J. Walter Thompson Co.; John Caples, BBDO; Roger Humphries, Procter & Gamble Co.; David L. Robinson, Price, Robinson & Frank and Kenneth Stuart of Eastman Kodak Co.

Temper, Temper!

. . . Easy little Bismarck—just tie a string around that sore finger and remember next time that KFYR, in agriculturally wealthy North Dakota, will build an active market for you. Remember Bismarck, KFYR!

KFYR

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE

Rep. by John Blair

DAY AND NIGHT

WHIZ has the HIGHEST share of radio audience of all NBC Hooper rated stations*

* NOVEMBER, 1951 - HOOPER

Morning- 76.5

Afternoon 69.7

Evening- 79.7

WHIZ ZANESVILLE, OHIO

TRANSIT RADIO

FATE of transit radio operations—one of the more profitable FM station enterprises—now is in the hands of the Supreme Court.

Oral argument on whether transitcasting to street cars and busses is constitutional took place last Monday. Decision is not expected until May.

Decision hinges on whether the justices believe government action was involved when the District of Columbia Public Utilities Commission approved the installation of single-channel FM receivers and loudspeakers in the vehicles of Washington's Capital Transit Co. The U. S. Court of Appeals, in a decision last year, said transit broadcasts deprived objecting riders of their liberty without due process of law [B•T, June 18, 11, 1951].

Waggish comments by the justices had the august Supreme Court chamber echoing to the laughter of the bench and spectators. Justices Felix Frankfurter and Hugo L. Black were outspoken against what they termed "this invasion of a rider's right to privacy." Chief Justice Fred M. Vinson and Justices Stanley F. Reed and Sherman Minton were more concerned with the legalities of the case. All nine justices were present.

Attorney for pro-transit petitioners was W. Theodore Pierson of the Washington law firm of Pierson & Ball. Arguing for the protesting riders was Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey. Mr. Pierson represented the District of Columbia Public Utilities Commission, Capital Transit Co. and Transit Radio Inc. (WWDC-FM). Mr. Segal represented Franklin S. Pollak and Guy Martin, Washington attorneys who brought the action three years ago.

Private Matter

Mr. Pierson outlined the history of the case and argued that transit radio was a private matter between the transit company and Transit Radio Inc. Rights of the majority installations over-ride the minority of riders who voted in favor of broadcasts in survey made before of objecting passengers, Mr. Pierson said. He also emphasized that the term "forced listening" was untrue in the sense that transit riders were forced to listen to broadcasts—most people can close their ears to broadcasts, he said.

Mr. Segal argued that Capital Transit Co. was set up as a public utility monopoly by act of Congress, that Public Utilities Commission refused to take into account the constitutional issues involved in the establishment of transitcasting and that freedom of speech has adverse implications — freedom from "forced listening."

Comments from the justices were revealing of personal attitudes toward transit radio, but, in opinion of observers, not of their legal leanings.

Justice Frankfurter's comments were most barbed. On learning that a "scientific" sample of 2,500 riders out of more than one million fares per day was polled, he exclaimed: "'Scientific'—that's the most injured of all words in the English language."

When Mr. Pierson explained that broadcasters must be fair and impartial in their news broadcasts, Mr. Frankfurter taunted: "You say these broadcasters are pure, epicene purveyors of news? That's a rather romantic view, isn't it, Mr. Pierson?"

Argument that riders don't hear broadcasts unless they actively wish to listen brought this comment from Justice Black: "In other words, it's not as bad as it sounds."

Both Chief Justice Vinson and Justice Black mentioned the use of car cards in transit vehicles. When Mr. Segal answered that riders were under no compulsion to view them, Justice Douglas remarked: "Oh, I don't know, some of those advertisements. . . ." This brought the greatest outburst of laughter in the court.

The Transit Radio case began when Messrs. Pollak and Martin asked PUC to force Capital Transit Co. to discontinue transitcasts in streetcars and busses. PUC turned them down. They appealed to the U. S. District Court, which also dismissed the complaint. Further appeal to the U. S. Court of Appeals brought opinion which declared that transit broadcasts are illegal and remanded the case back to PUC with instructions to forbid transit radio installations in transit vehicles.

SCOTUS Hears Arguments

Strictly Business

(Continued from page 18)

television competition is potentially stronger than the radio-newspaper contest was, he sees a "*very* good" future for AM.

With respect to TV, he says, "lifting the freeze in itself doesn't mean an awful lot. The question is when will TV get going full sway throughout the country?"

He has noticed a definite resurgence of interest in radio among national advertisers all over the country and identifies it as the return of the pendulum. January sales for Raymer, he reports, have been the greatest in the history of the company.

Describing himself as clumsy at sports, he was even more astonished than his friends were, Mr. Brokaw says, to foster a son who was named by *The New York Times* last year to an all-city football team. His son, Robert, is now following the father more closely, however, as a freshman at Cornell. Mr. Brokaw's daughter, Cynthia, a graduate last year of Radcliffe, is proving her relationship by looking toward a career as a magazine writer.

Mr. Brokaw himself boasts a 1.000 batting average editorially. He wrote and sold one article defending the radio industry for *Forum* magazine after an initial feature had blasted AM. And this only three months after he entered the business.

Mrs. Brokaw, the former Janet Ensign of Harrisburg, Pa., evidently bears the evolvements in listening silence from the family's Manhattan home.

WHAY Baseball

COMPLETE schedule of Boston Red Sox American League baseball games will be broadcast by WHAY New Britain, Conn., it was announced Feb. 29 by Station Manager Leo Borin. Schedule will include home and road day and night contests, with Curt Gowdy and Bob Delaney handling coverage. Broadcasts were started March 8 with spring training games.

Addict Tells Story

PERSONAL history of a 45-year-old drug addict who got his first shot of heroin when he was 17 years old was started on WCBS New York by Bill Leonard on his *This Is New York* program, WCBS New York, 9-9:30 a.m., Monday through Saturday. After hearing a discussion of narcotics on the program a few weeks ago, the addict—called "Robert Adams" for broadcast purposes—called Mr. Leonard to volunteer the radio-telling of his own case history.

PETERSON NOMINATION

Submitted for NLRB

NOMINATION of Ivar H. Peterson, former NAB employe-employer relations specialist, to be a member of the National Labor Relations Board was submitted to the Senate by President Truman last Tuesday.

Mr. Peterson, administrative aide to Sen. Wayne Morse (R-Ore.) since 1948 and former NLRB general counsel, would succeed James J. Reynolds, resigned, for the unexpired term ending Aug. 26, 1956. The President's action confirmed reports that Mr. Peterson was under consideration for the vacancy [B•T, Jan. 7].

REACHES 93,217 RADIO FAMILIES

WEOK

POUGHKEEPSIE

REPRESENTED BY EVERETT McKINNEY, INC.

Stop Us If You've Heard *This One* Before

It's about the Traveling Salesman who put up for the night at...You've heard that one? Well, here's one that bears repeating! In Greater Miami (Dade County), WIOD has an enviable record of more than a quarter of a century of community service and first-rate performance. And, as salesmen...we're tops with the *local* boys — the boys who can see the results day by day! For the details and the job we can do for you, too...just call our Rep — The Bolling Company.

WIOD

Established January 18, 1926

JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

POLITICAL TIME

OSBA Seeks Clarification

OREGON State Broadcasters Assn. resolved to request Capitol Hill hearings on the broadcaster-political candidate relationship at its annual meeting in Eugene, Ore., weekend of March 1. In election of officers, H. J. Chandler, KFLW Klamath Falls, was named president.

Stressing the importance of clarifying legislation on political broadcasts, the Oregon broadcasters declared, "The present Section 315 of the 1934 FCC Act leaves all of us in a dilemma regarding libel laws in reference to politics and political campaigns."

The meeting, looking toward upcoming national elections, voted to request the U. S. Senate and the House of Representatives to hold hearings on legislation pertaining to the relationship between political candidates and broadcasters.

In another action, OSBA unanimously called for changes in the Communications Act. The group urged the House to approve the McFarland Bill, which, they said, would "expedite FCC hearings and procedure."

Other officers elected were S. W. McCready, KUGN Eugene, vice president; Joe Schertler, KEX Portland (re-elected) secretary-treasurer. Named to board were Dick Brown, KPOJ Portland, and Tom Becker, KNPT Newport, for two-year terms, and Gordon Capps, KSPV Ontario, and Chet Wheeler, KWIL Albany, for one-year terms. Ted Cooke, KOIN Portland, retiring president, automatically becomes a board member for a year.

A proposal was made that OSBA establish a full-time association office on the U. of Oregon campus in Eugene and to employ an executive secretary who also would teach radio courses there.

The OSBA proposal will be made to the university and will be subject to approval of the university and the State Board of Higher Education. If approved, this would be the first time that such a cooperative arrangement has been made between a broadcasting association and a state university, OSBA reported.

Close cooperation with Oregon State College will continue, the meeting voted, particularly in the engineering and extension fields, and with KOAC Corvallis, the state college station.

Concerning specific problems, the OSBA voted against any immediate campaign against Oregon's law which prohibits any radio advertising of liquor before 8 p.m.

"- almost unbelievable"

4011 cards and letters *from* **2** announcements on Sunday P. M.

Here's what the man said

"In seven years in this business, I've never seen such a tremendous response from radio. We received over 4,000 written replies from 75 towns from two announcements. It's almost unbelievable."
GRAND RAPIDS STADIUM
Signed,
Jack Stover, Mgr.

Listeners, and lots of them make this station the best buy in Western Michigan.

WGRD
"The People's Station"
Grand Rapids, Mich.

ENGINEER 'PIRATING'

OSS Plans Investigation

REPORTS of job-hopping and worker pirating among engineering firms have prompted the Office of Salary Stabilization to launch a nationwide inquiry into their hiring practices. The investigation was announced by Joseph D. Cooper, executive director of the office. All industrial employers of engineers are affected, with more relevance to manufacturers than broadcasters.

Companies are being asked to furnish hiring rates from 1950 to 1952, number of engineers employed and salary increases granted, as well as other data. Findings will be used as a basis for regulatory and enforcement action.

"We are aware that the shortages of engineers has plagued industry for months but piracy (one employer luring away engineers from another), which ignores stabilization ceilings and normal practices, is not the answer," Mr. Cooper asserted.

Defense Shows

PLANS for salute during the sesquicentennial of the U. S. Military Academy at West Point, N. Y., have been announced by Charles Dillon, chief of the Radio-TV Branch, Office of Public Information, Dept. of Defense. Two special programs—ABC's *Time for Defense* and DuMont TV Network's *Pentagon - Washington* — will be aired before a cadet audience in the next three months. Former program will be tape recorded March 16 for broadcast the following evening while plans for the latter telecast are being mapped for sometime in May.

TEN years with the same sponsor—that's the anniversary chalked up by Jack Knell (r), news and special events director of WBT Charlotte, N. C. To celebrate occasion, John Paul Lucas Jr., public relations director of Duke Power Co., which sponsors *News Digest* Tuesday and Thursday, pays Newscaster Knell a special visit. Mr. Lucas commended Mr. Knell for "excellence in newscasting, in public service, and in citizenship."

PHILA. FORUM

Networks, Stations Cover

NETWORKS and local standard and FM stations joined forces last week to cover the *Philadelphia Bulletin's* sixth annual forum which included addresses and panel discussions by civic leaders.

Portions of the two-day sessions, which opened Monday at the Academy of Music, Philadelphia, were carried by over 20 area AM stations in Philadelphia, Camden, Harrisburg, Atlantic City, Wilkes-Barre, Vineland, Morrisville, Chester, Coatesville and Norristown. They devoted 33½ hours of broadcast time to the forum. Additionally, 17 FM outlets carried portions.

Network broadcast time by CBS, NBC and MBS amounted to 2 hours, 45 minutes, with approximately 400 other stations taking the programs coast to coast. Entire proceedings were recorded by the Voice of America, according to Foy D. Kohler, assistant administrator of the State Dept.'s International Broadcasting Service.

'OLLIE' TO SPEAK

Is IERT Banquet Feature

OLIVER J. DRAGON, star of Bur Tillstrom's *Kukla, Fran and Ollie* on NBC-TV, will be the banquet speaker April 19 at the 22d annual Institute for Education by Radio-Television in Columbus, Ohio. Dr. I. Keith Tyler of Ohio State U., institute director, said Mr. Dragon will discuss "The Cultural and Educational Possibilities of Television" at the Deshler-Wallick Hotel.

The institute, scheduled from April 17-20 [B•T, Feb. 25], will have more than 30 special-interest and work-study sessions, Dr. Tyler said. Television, for the second year, will be emphasized on all levels—school, college and adult—and a seminar on education through commercial TV stations will be directed by Arnold L. Wilkes, WBAL-TV Baltimore.

Edward Stasheff, WNYC New York television supervisor, will lead discussion on simple TV techniques for educators, while James Bormann, WCCO Minneapolis and president of the National Assn. of Radio News Directors, will lead a panel on news in radio and TV.

Three special-interest sessions new this year are one on broadcasting to foreign countries, which will by led by Gerald Kean, acting director for United Nations Radio; and two on broadcasting in public relations, with the college level group headed by Lynn Poole, public relations director, Johns Hopkins U., and the public school section supervised by Allen H. Wetter, associate superintendent of Philadelphia public schools.

Allen Miller, manager of KWSC Pullman, Wash., will discuss how to build and hold audiences. Charles R. Sterritt, chief of the audio-visual division of the American National Red Cross, will direct group discussion on broadcasting by national organizations.

Gordon Hawkins, program and education director for Westinghouse Radio Stations Inc., will outline education through use of commercial radio stations.

The BIGGEST rural and small town AUDIENCE in Mid-America

More rural and small-town homes are tuned in to KCMO than to any other station in the area—according to the newly-completed Conlan "Study of Listening Habits" in Mid-America. Your message on KCMO reaches them through programming planned to fit their needs. It's a big, prosperous, loyal audience—and you can reach it *best* with KCMO.

KCMO
50,000 WATTS • 810 KC.
125 E. 31st St., Kansas City, Mo.
or THE KATZ AGENCY

BAB BUDGET

Expansion Is Assured

BROADCAST Advertising Bureau already has commitments from stations and networks assuring it an estimated budget of more than $430,000 for fiscal 1952-53 and expects to surpass the half-million mark by April 1 when the current BAB-NARTB dues relationship is terminated.

This was revealed last week by BAB President William B. Ryan, who predicted that "radio will be promoted as an advertising medium more aggressively in 1952 than ever before in its history." The $430,000 figure, he said, compares with less than $345,000 allocated to BAB for the year which ends April 1.

The report said 386 stations already have signed up for 1952-53. Counting the radio networks and considering the higher dues which stations pay directly to BAB, it was noted, BAB is guaranteed more revenue in 1952-53 than it received in 1951-52.

Mr. Ryan said 60 stations signed new contracts during February and that "by April 1 we expect at least 200 additional stations to sign, which will give us a budget of over $500,000."

BAB, which functioned as an NARTB department for some eight years, was set up as an independent corporation in April 1951. During the past year, its basic financial support has been derived from NARTB members who allocated 30% of their NARTB dues to the bureau's operation.

Under this financial arrangement, which terminates April 1, BAB currently has approximately 502 members which also are NARTB members. In addition, ABC, CBS, Mutual, and NBC are active BAB members and 126 non-NARTB members are BAB members, BAB reported.

Of the 60 stations which signed new contracts in February, it was noted, 51 are currently combination BAB-NARTB members, while nine are not members of NARTB. These nine were identified as KCNO Alturas, Calif.; KSST Sulphur Springs, Tex.; KTFI Twin Falls, Ida.; KVWO Cheyenne; WFRX West Frankfort, Ill.; WGGH Marion, Ill.; WGRO Bay City, Mich.; WIND Chicago, and WLAU Laurel, Miss.

Officials said BAB would give "a full-dress review" of its activities and plans at an open BAB meeting in Chicago on the afternoon of March 31, launching the annual NARTB convention.

KLIX
IS KLICKIN'

allied arts

E. C. CAHILL, president of RCA Service Co., Camden, N. J., elected alumni member of Milwaukee School of Engineering.

JOSEPH MARESCA, manager of sales order department, Insuline Corp., of America, Long Island City, N. Y., appointed assistant to **BERNARD L. CAHN,** general sales manager.

J. DONALD JOHNSON, advertising and promotion manager for hearing aids produced by Zenith Radio Corp., Chicago, named advertising manager of company's hearing aid division.

WILLIAM KELLEY, general sales manager, Motorola Inc., Chicago, and **E. A. HOLSTEN,** company's merchandising manager, named vice president in charge of sales and general merchandising manager respectively.

Mr. Kelley

Mr. Holsten

WILLIAM J. DOYLE, general sales manager, Astatic Corp., Conneaut, Ohio, named vice president in charge of sales.

D. B. BLATZ, business management and time finance representative, Crosley Division, Avco Mfg. Corp., Cincinnati, named manager of business management replacing **L. M. SALISBURY,** now controller of Crosley Distributing Corp.

JACK WOOLLEY, sales staff KMPC Hollywood, to Penny-Owsley Music Co., L. A., as advertising manager.

JOHN C. HELIES, manager of manufacturing for vacuum cleaner and fan department of General Electric's Small Appliance Division, Bridgeport, Conn., named general manager of GE Appliance Control Dept., Morrison, Ill.

HERBERT LIEBERMAN, advertising sales promotion manager for Mort Co., Phila., to Trilling & Montague, that city (appliance distributor), in same capacity.

JIM McKIBBEN, program director, KIDO Boise, Ida., joins Standard Radio Transcription Services, L. A., as continuity editor for company's script service and publicity-promotion man for Standard's Four-Way Sponsor-Tailored Service.

ASSOCIATED DISTRIBUTING Co., Columbia, S. C., appointed distributor for Admiral Corp. products in territory covering 37 South Carolina counties.

MARTHA JEAN SMITH, New York TV production executive, appointed Baltimore sales representative of United Artists Television.

GENERAL ELECTRIC Co.'s Meter and Instrument Div. Lynn, Mass., announces following changes: **DONALD E. CRAIG,** manager of marketing, named manager of Somersworth, N. H., plant; **JOHN C. GARRETT** appointed acting manager of marketing for department assisted by **LEO P. HANNAWAY; JEREMIAH E. McQUILLAN** named manager of marketing services.

CAYWOOD C. COOLEY, chief field engineer, Jerrold Electronics Corp. Phila., named company sales manager assisted by **CARL W. SCHMELZLE,** Jerrold engineer.

ROBERT C. WALLACE appointed merchandise manager for Zenith Radio Corp., Chicago, in addition to present duties on war contracts.

Mr. Wallace

JAMES W. FROST, promotion manager, KPOJ Portland, Ore., moves to *San Francisco Chronicle* as assistant promotion manager.

FRANCES A. O'DRISCOLL named to sales staff of Prockter Syndications International Inc., N. Y. (TV film productions), covering East Coast.

Equipment . . .

MAGNECORD Inc., Chicago, announces production of extension arms to adapt standard Magnecorder for use with 10½-inch reels making possible complete record playback, high speed forward, rewind and stop. Company also announces production of continuous tape player which plays two hours of recorded tape at 7½ inches per second from one side of standard ¼ inch recording tape, then automatically reverses and plays other track.

INSULINE Corp. of America, Long Island City, N. Y., announces production of molded phenolic television lightning arresters, models No. 6113 and 6114, designed to withstand all extremes of weather. Unit can be installed quickly without cutting TV lead-in.

NEO-LITE Mfg. Co., Rockford, Ill., introduces pocket size circuit tester for appliances or lines from 90 to 550 volts AC-DC. New unit is called Dandy-Lite.

TAPEMASTER Inc., Chicago, announces production of Model PT-121 portable tape recorder designed for operation with user's own audio amplifier and speaker. Unit operates at standard tape speed of 7.5 inches per second.

Technical . . .

JAMES L. MIDDLEBROOKS, chief facilities engineer, ABC New York, to KING-AM-FM-TV Seattle as director of engineering. Mr. Middlebrooks was formerly engineering director of NAB, now NARTB Washington, D. C. before going to New York to assume his network post.

Mr. Middlebrooks

Honor Montgomery

ROBERT MONTGOMERY, NBC-TV executive producer, director and commentator, has been awarded a citation by the Order of DeMolay, international youth organization sponsored by the Masons.

BASEBALL'S ON...

HERE'S YOUR BUY!

"The Yanks are coming" over WINS—starting with the Spring games. WINS travels with the team!
That puts this station in the spotlight as the best spot buy—or any buy!
Let WINS go to bat for you, through spots or programs.
Whatever you have to sell, you can sell *more* at *lower* cost
We'll be glad to give you the facts, and the figures.

Buy WINS... it Sells!

Call your WINS representative ... see him when he calls!

WINS
50KW New York

CROSLEY BROADCASTING CORPORATION

"Put your ideas...

on RCA VICTOR Transcriptions!"

Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

Your order, LARGE or SMALL, is recorded, processed and pressed in the country's best-equipped studios and plants . . . receives world-famous RCA Victor engineering. Complete transcribed radio production and script-writing facilities are available.

Contact an RCA Victor Custom Record office today:

630 Fifth Avenue
Dept. B-30, **NEW YORK 20**
JUdson 2-5011

445 North Lake Shore Drive
Dept. B-30, **CHICAGO 11**
WHitehall 4-3215

1016 North Sycamore Avenue
Dept. B-30, **HOLLYWOOD 38**
HILLside 5171

Write now for our fact-filled Custom Record Brochure!

RCA custom record sales

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

'VOICE OF THE SOUTH'

WSB Celebrates 30th Anniversary This Week

THIS IS a throwback 30 years ago when automobile magnate Henry Ford (seated, with headphones) attended the inaugural of WSB Atlanta as the South's pioneer radio station. The scene is the old *Atlanta Journal* building. Time: March 16, 1922. Standing by are Ford Motor Co. officials and local civic dignitaries, not identified. Other notables who visited the station, aside from Mr. Ford, were opera stars Rosa Ponselle and Alma Gluck. WSB has come a long way since it debuted as the "Voice of the South" and the nation's second newspaper-owned radio outlet to take the air. Station logs then listed Walter Tison as operator and Georga A. Iler as engineer. WSB Anniversary Week climaxes with official observances next Sunday.

* * *

IT WAS 30 years ago that the nation's foremost automobile pioneer paid homage to the South's radio pioneer and, with an eye on the now familiar slogan, "Welcome South, Brother," inspected the facilities of the then 100-w voice from the old *Atlanta Journal* building.

The automobile pioneer was Henry Ford. The station was WSB. The day: March 16, 1922.

In commemoration of its 30th anniversary, the Atlanta Newspapers Inc.'s "Voice of the South" this week is holding a week-long celebration which started yesterday (Sunday) and culminates next Sunday with official observances.

Anniversary Week will be marked by many salutes from NBC network programs, according to J. Leonard Reinsch, managing director of the Cox radio and TV properties, which include WSB-AM-FM-TV.

Many 'Firsts'

The celebration is laid against a backdrop of many "firsts" in both the national and southern radio picture. A number of special features are planned, including congratulatory messages from WSB alumni, contests, exhibits and WSB's own dramatized version of its history.

Salutes are scheduled by NBC's *Tin Pan Valley, The Big Show, Grand Ole Opry, Meredith Willson's Music Room, Bill Stern's Portraits in Sports,* the *Adventures of Archie Andrews* and such alumni personalities as Douglas Edwards, Smilin' Ed McConnell and Lyle Van.

Local program features include a special contest offering radios as prizes for best entries on the theme, "What I Want From Radio." Another will offer strings of pearls based on the 30th anniversary being traditionally that of pearls.

Series of station breaks, prepared by Program Director Elmo Ellis, will point up that "It's Happy Birthday Week at the Voice of the South . . . Celebrating its 30th year of service . . . Your grandparents, your parents, you and your children—four generations have enjoyed WSB-radio . . . Thanks to your loyal listening the Voice of the South is this week celebrating its 30th anniversary."

A traveling exhibit will tour the city, displaying a contrast of early and modern engineering equipment. In addition, a dramatized history of the station will be aired, and the Atlanta *Journal-Constitution* will carry a special anniversary article in its Sunday magazine section.

Among the "firsts" claimed by WSB are these: First on-the-spot broadcast of a news event, a hotel fire; filming of one of the first movies depicting a radio concert in progress; first station in the South to offer regular daily farm news broadcasts and market and weather information; first radio wedding on the air; first outlet to present an unedited, complete church service.

Taking stock of the past 30 years, John M. Outler Jr., WSB general manager, promised to "give the best radio programming service that we are capable of delivering and expressed confidence "that the future will reward us all with even greater treasures from the magic voice of radio."

Program Director Ellis added similar sentiments, and came up with a new slogan: "WSB—America's Radio-Active Station."

NARBA CHANGES

Are Reported to FCC

MEXICO, Cuba and the Dominican Republic have reported changes in station facilities and list new outlets soon to go on the air. The notification is under terms of the 1941 North American Regional Broadcasting Agreement.

The changes and additions (with probable commencement dates in parentheses) are:

MEXICO

XEFO Chihuahua, Chihuahua, new Class II station, 680 kc, 500 w, daytime (April 1).

XEGI Gomez Palacio, Durango, new Class II station, 700 kc, 1 kw, daytime (June 30).

XEBA Guadalajara, Jalisco, new Class II station, 840 kc, 1 kw, daytime (April 1).

XEGN Oaxaca, Oaxaca, new Class IV station, 1460 kc, 500 w-D, 250 w-N, fulltime (June 30).

XEDI Queretaro, Queretaro, 1570 kc, change to Class II station, 770 kc, 1 kw, daytime (April 2).

XEPR Poza Rica, Veracruz, 1480 kc, change in call letters from XEFO (now in operation).

CUBA

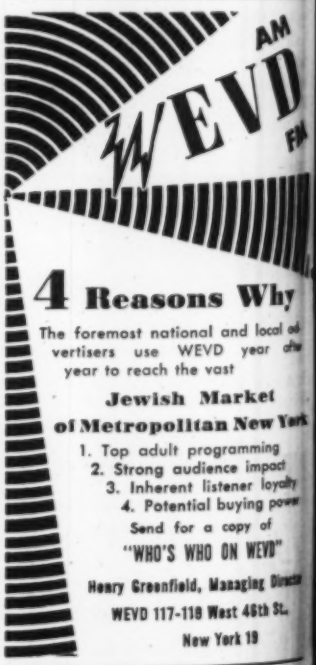
CMAL Pinar del Rio, Pinar del Rio, new Class IV station, 1340 kc, 250 w, fulltime (June 1952).

CMHP Sancti Spiritus, Las Villas, Class IV station, 1250 kc, 250 w, fulltime, moved from Cabaiguan, Las Villas (now in operation).

DOMINICAN REPUBLIC

H14B Santiago de los Caballeros, Class III station, 1330 kc, 500 w, fulltime, moved from San Pedro de Macoris and changed call from H13J (now in operation).

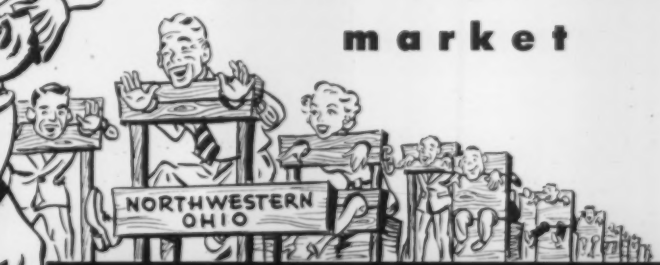
H14C San Francisco de Macoris, Class III-IV station, 1250 kc, 1 kw-D, 100 w-N, fulltime, moved from La Romana (now in operation).


AM
WEVD
FM
4 Reasons Why
The foremost national and local advertisers use WEVD year after year to reach the vast
Jewish Market
of Metropolitan New York
1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power
Send for a copy of
"WHO'S WHO ON WEVD"
Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.
New York 19

MARCH 10, 1952

TELECASTING

captive audience
... in a
Billion Dollar
market



1 Station—1 Channel—1 Dial Setting—and ONE BIG AUDIENCE that's held captive with the best in all network entertainment. It's yours on Northwestern Ohio's Pioneer TV station—WSPD-TV, Toledo. Speedy, the Pioneer offers you the best possible time buy—an 89% saturation at an amazingly low rate. In 1951 "SPEEDY" carried 8 of the TOP TEN shows. 10 of the Nation's Radio-TV Editors' favorites—and between every show was a SELLING Commercial. Here's the answer to results—direct your impact to a captive audience. Inquire, compare, analyze—then buy your results on Northwestern Ohio's Pioneer Station—WSPD-TV, Toledo.

WSPD TV AM-TV

Represented Nationally
by KATZ

FEDERAL'S TRIANGULAR LOOP TV ANTENNA FTL-23A

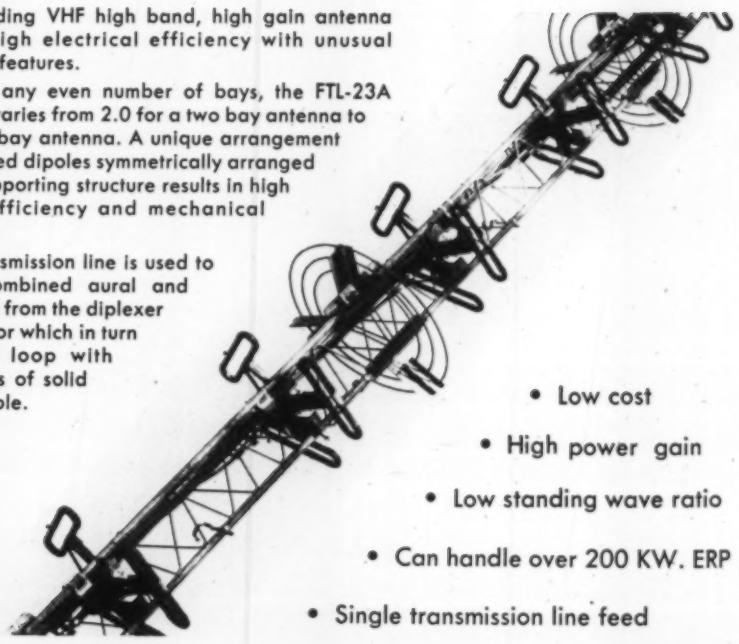
Federal Television

High band VHF antennas from 2 to 16 bays with power gains as high as 17

This outstanding VHF high band, high gain antenna combines high electrical efficiency with unusual mechanical features.

Supplied in any even number of bays, the FTL-23A power gain varies from 2.0 for a two bay antenna to 17 for a 16 bay antenna. A unique arrangement of three folded dipoles symmetrically arranged around a supporting structure results in high electrical efficiency and mechanical superiority.

A single transmission line is used to feed the combined aural and visual signals from the diplexer to a distributor which in turn feeds each loop with equal lengths of solid dielectric cable.



- Low cost
- High power gain
- Low standing wave ratio
- Can handle over 200 KW. ERP
- Single transmission line feed

FEDERAL TELECOMMUNICATION LABORATORIES — FTL

Federal Telecommunication Laboratories, Inc.

an associate of the International Telephone and Telegraph Corp

500 Washington Ave. Nutley, N. J.

Domestic Distributors: Graybar Electric Co., Inc. • Offices in 108 cities

Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

Canadian Distributors: Federal Electric Manufacturing Co. Ltd., Montreal, P. Q.

TV'S RISING INCOME

Further Reflected in FCC Report

TURNING POINT in the broadcasting industry occurred in 1951, when networks took in more money, made more profits from TV than from AM.

According to preliminary 1951 financial data submitted to the FCC by all TV stations and networks, network revenue from all sources totaled $132.2 million, expenses $119.8 million, income $12.4 million before Federal taxes.

Preliminary AM network figures show $100.4 million in revenues, $90.0 million in expenses, $10.4 million in income—also before Federal taxes.

Total revenues of all TV stations and networks amounted to $239.5 million in 1951, the FCC reported last week. This was more than double 1950 revenues, $105.9 million; seven times 1949 gross, $34.3 million. In 1948 the TV industry took in $8.7 million; in 1947 $1.9 and in 1946 $500,000.

Income hit $43.6 million in 1951, the FCC announced. This compared with loss of $9.2 million in 1950, and $25.3 million in 1949.

Only 13 TV stations reported losses in 1951, the FCC report indicated. Seven of the 13 reported losses of $200,000 or less, while two reported losses in excess of $800,000. Eight of the 13 losing stations were located in either New York or Los Angeles, both seven-station markets.

Of the 96 stations in operation for the full years 1950 and 1951, 90 reported improved financial positions in 1951 compared with 1950, four reported heavier losses, two reported decreased income.

Only one station in the 40 located in single-station markets reported a loss in 1951, the FCC data showed.

Network TV income of $12.4 million in 1951 compared to losses in all previous years: $10 million in 1950, $12.1 million in 1949, $14.9 million in 1948.

Networks' AM income of $10.4

(Continued on page 72)

TABLE 1

Broadcast Revenues, Expenses, and Income of All TV Networks and Stations
1949-1951

	1951 (Estimated)	1950[1]	1949[2]
	(Millions)		
Broadcast Revenues			
networks (incl. 15 owned and operated stations)	$132.2	$55.5	$19.3
television stations	107.3	50.4	15.0
Industry total	$239.5	$105.9	$34.3
Broadcast Expenses			
networks (incl. 15 owned and operated stations)	$119.8	$65.5	$31.4
television stations	76.1	49.6	28.2
Industry total	$195.9	$115.1	$59.6
Broadcast Income (Before Federal Income Tax)			
networks (incl. 15 owned and operated stations)	$12.4	($10.0)	($12.1)
television stations	31.2	.8	(13.2)
Industry total	$43.6	($9.2)	($25.3)

( ) Denotes loss.

[1] 1950 data covers 4 networks including their 14 owned and operated stations and 93 TV stations.

[2] 1949 data covers 4 networks including their 14 owned and operated stations and 84 TV stations.

TABLE 2

Nation-wide Networks Including Owned and Operated Stations
Comparative Data for AM and TV
($ Millions)

	1951 (Estimated)	1950	1949
	Broadcast Revenues		
M	$100.4	$106.0	$105.3
V	132.4	55.5	19.3
Total	$232.6	$161.5	$124.6
	Broadcast Expenses		
M	$90.0	$87.3	$86.8
V	119.8	65.5	31.4
Total	$209.8	$152.8	$118.2
	Broadcast Income (Before Federal Income Tax)		
M	$10.4	$18.7	$18.5
V	12.4	(10.0)	(12.1)
Total	$22.8	$8.7	$6.4

( ) Denotes loss.

NOTE: The 4 nation-wide AM networks (ABC, CBS, MBS and NBC) owned and operated a total of 18 AM stations in 1949, 1950 and 1951. The 4 TV networks (ABC, CBS, DuMont and NBC) owned and operated a total of 15 TV stations in 1949 and 1950 and 15 in 1951. One network indicated that expense allocations between AM and TV operations were not complete to the extent that certain indirect operating expenses of TV were included under AM operations.

TABLE 3

TV Stations Classified by Income Groupings[1] 1950-1951

	1951 (Est.)	1950
Income (Before Federal Income Tax) of:		
$1,500,000 and over	5	
1,000,000–1,500,000	8	1
600,000–1,000,000	10	3
400,000– 600,000	18	4
200,000– 400,000	22	10
100,000– 200,000	17	12
Less than 100,000	13	23
Total Stations	93	53
Median income	$350,000	$129,200
Loss of:		
Less than $100,000	3	30
100,000–200,000	4	12
200,000–400,000	2	6
400,000–800,000	2	4
800,000 and over	2	1
Total stations	13	53
Median loss	[2]	$88,300

[1] Includes network owned and operated stations. Data not available for one station in 1950 and two stations in 1951.

[2] Median loss not computed because of small number of stations involved.

TABLE 4

Changes in Income Between 1950 and 1951 of 96 TV Stations in Operation for Full Year During 1950 and 1951

Stations Reporting:	Number of Stations
Increased loss in 1951	4
Decreased Income in 1951	2
Income in 1950 and loss in 1951	0
Decreased loss in 1951	7
Loss in 1950 and Income in 1951	33
Increased Income in 1951	50
Total	96[1]

[1] Data not available for two stations.

POST-THAW PROCEDURE

FCC Plans

ADHERENTS of the frequency-by-frequency method of processing TV applications after the freeze is thawed appear to have won out at the Commission's first consideration of the problem of procedures last week.

Staff has been instructed to work out details of the frequency-by-frequency method for further submission to the Commissioners.

Basic premise for choosing same system used in AM application processing is legal, it was learned. Also weighing heavily in favor of processing applications solely on the basis of the channel they apply for is the acknowledged fact that it will mean more uncontested grants—particularly in UHF. And the Commission is strongly behind all methods to get UHF going quickly.

Although the Federal Communications Bar Assn. recommended one consolidated hearing in all cities where the number of applicants exceed the available channels [B•T, Nov. 26, 1951], a number of attorneys and station operators have protested the "one pot" idea [B•T, Feb. 11, Jan. 28, Dec. 31, 1951].

Staff, meanwhile, is continuing writing up its final report. Submission to Commission for official, final votes may be looked for this week, it was reported.

Since there are understood to be no conflicts threatening the final approval of the report, it might be expected to be issued in a fortnight.

Before April 1

This would bring it out before April 1.

Some reports that the Commission was reconsidering its attitude toward the amalgamation of radio interests for TV [B•T, Feb. 4] have been rumored. Confirmation of these reports could not be obtained.

General attitude at both staff and Commission level was that of sympathy for the idea—as a boon to money-short prospective applicants and also as a means of reducing the number of contested applications. But concern with the problem of duopoly following the grant of TV to such a merged company was still uppermost.

Situation worrying FCC is that TV owners would also, individually perhaps, own two AM stations in same market. That is prohibited by FCC's duopoly rules.

Commission's only official work on subject was in a letter some time ago to two applicants which asked Commission's attitude. FCC reply said idea raised "problems," but did not elucidate what they are.

Officially, the Commission has not taken up the subject, might not until case is officially presented to it by such an applicant or a call for declaratory ruling is made.

Plea was made for permission to file a late comment by WJR Detroit, last week. Goodwill Station said it had found site which would place Channel 6 173 miles from Columbus.

Objections were immediately filed by WTVN (TV) Columbus and WJIM-TV Lansing. Both claimed it was too late for WJR to file comments and that the Detroit station's petition was not adequately supported.

NTSC SYSTEM

Won't Ask FCC Approval Now

NATIONAL Television System Committee has no immediate plans for asking the FCC to authorize commercial operation of the NTSC proposed system of compatible color television.

Four NTSC members, reporting to the Institute of Radio Engineers on the committee's progress towards its goal of setting standards for a color telecasting system that will advance the use of color without loss of the present audience of some 16 million homes equipped with monochrome TV receivers, agreed that no request for acceptance of their proposed standards will be made until the completion of exhaustive field test now in progress.

Present outlook is that the tests will wind up "by late summer or early fall," W. R. G. Baker, General Electric Co. vice president and NTSC chairman, said. Until that time, he explained, the committee will not attempt to set up a time table for appealing to the Commission, the industry and the public.

"Then," he declared, "we will be dealing with proven facts and not speculation."

The NTSC progress reports were made Tuesday evening at a special symposium on color television presented by the IRE in the grand ballroom of New York's Waldorf-Astoria Hotel, headquarters for the IRE's annual convention (see story page 27).

Reviewing the history of NTSC, Dr. Baker explained that the committee was authorized by the board of the Radio-Television Mfrs. Assn., that its members are "representatives of organizations vitally interested in research and development of television" as well as qualified individuals, and the NTSC has been "charged with the task of assembling technical data on the allocation of channels in the UHF band, on procedures enabling the FCC to lift the freeze on VHF allocation and on basic standards for the development of a commercially practicable system of color television."

Divergence On System Standards

In 1940, Dr. Baker recalled, "there was no great difference of opinion in the industry with respect to the frequency assignments for TV. However, it was clearly apparent that in the industry there was wide divergence of opinion concerning the system standards. Furthermore, there was every indication that unless and until these divergent ideas could be reconciled, progress toward a national system of television was practically at a standstill."

The first NTSC was formed and, Dr. Baker stated, "14 months later full commercial operation of monochrome television began with the approval of the Commission." The success of the monochrome standards has been amply demonstrated, it was pointed out, by the purchase of some 16 million TV receivers by the American public.

At the time of the monochrome hearing, Dr. Baker said, several experimental transmitters were providing TV service to several hundred TV sets. There was little, if any, question as to the industry's ability to provide a commercial service. The public had made no investment in sets. The disagreement centered on standards.

The comparable situation on color, he stated, was as follows:

There was no extensive experimental broadcasting of color television as was the case with monochrome television. There were very few color television receivers viewing such color television broadcasting. A real question existed as to the ability of the industry to produce color television equipment capable of rendering a commercial service. While there had been some exposure of color television programs to the public, it was not in any sense as extensive as was the case with monochrome.

The public was confronted with the possibility of the investment it had made in monochrome television receivers being obsoleted. Assuming that means could be found to prevent complete obsolescence of the television receivers in the hands of the public, past experience indicated the difficulty of attempting such obsolescence.

There has been some experience in the case of FM with the mass obsolescence of products in the hands of consumers and it was difficult to look with favor on the repetition of this problem. The entire problem can be summed up in the position taken with respect to the idea of compatibility with which you are familiar.

There was certainly real and justifiable concern as to the availability of the tools necessary to commercialize color television. Right or wrong, and personally I think it was right, many engineers felt that insufficient foundation had been laid to warrant selection of a system of color television.

These facts led to the formation of the second NTSC, Dr. Baker reported. Quoting from a letter he wrote in March 1950 to Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Committee on Interstate & Foreign Commerce, he said: "We do not believe that a public hearing is the most conducive place for an exchange of information and technical opinion. Engineers and scientists tend to forget their price in their own idea or research when they are joined in a conference with many others whose technical competence they respect.

"That," said Dr. Baker, "has been proven and demonstrated many times. It is the basic reason for the success of the first NTSC . . . it is fundamental to the eventual success of the second NTSC."

Eliminates the Waste

A. V. Loughren, vice president, Hazeltine Electronic Corp., chairman of the NTSC panel on video color standards, said that a new form of color TV signal, developed by NTSC and now being tested, eliminates the waste of nearly half of the TV channel which is inherent in present TV standards and thus provides more information to the receiver.

The new signal also, he said, will transmit the information in a way "to conform to the needs of the viewer's eye so that the information may be fully employed."

These studies, Dr. Loughren stated, led to a further and "most fortunate" result. They showed "that no advantage for color television could be gained by making it incompatible with the existing black-and-white television; the NTSC signal has, therefore, been made compatible."

E. W. Engstrom, RCA vice president and NTSC vice chairman, reported on the progress of the testing program, both in the laboratory and in the field. These tests, he said, are designed to determine the ability of the signal to deliver the desired information, the ability of the apparatus to deliver the desired signal, the ability of the manufacturers to deliver the desired apparatus and in general to determine the engineering conditions necessary for a national color TV service.

D. B. Smith, vice president, Philco Corp., and NTSC vice chairman, discussing "NTSC and the Public Interest," said that there are three essential requirements of the new system: It must be usable within the 6 mc channels allotted to commercial TV broad-

(Continued on page 65)

CBS COLOR SHOW

Uses All-Electronic Receiver

CBS last Monday made the first public demonstration of an all-electronic color TV receiver operating with the CBS color TV system. An RCA color tube was used in the experimental receiver, which contained no moving parts.

Demonstration, made in the industrial exhibit of color TV equipment displayed jointly by CBS Labs Div. and Remington Rand at the Radio Engineering Show in New York's Grand Central Palace, was repeated hourly during the week for the benefit of the more than 30,000 radio engineers who came to New York to see the exhibitors of new products and processes and to attend the technical and social sessions of the annual IRE convention [see story page 27].

Successful color reception via the CBS system by the set equipped with the RCA tube and lacking the spinning color disc or drum which adds color to the images in the other CBS sets, was hailed by Adrian Murphy, president of CBS Labs Div, as showing "the complete flexibility of the CBS color television system."

Mr. Murphy observed that "although the all-electronic color receiver today uses the RCA tube, the CBS system can use any type of color tube yet conceived, including the so-called 'Lawrence' tube." [This tube, conceived by the Nobel Prize-winning scientist, Dr. Ernest O. Lawrence, and developed by Chromatic Television Labs, a Paramount Pictures Corp. subsidiary, has been described as able to function in any known system of color TV.]

RCA might have been flattered that its tube was chosen by CBS for the latter's first showing of its color system functioning in an all-electronic set. But RCA chose to take the demonstration as a challenge instead of a compliment.

Before the day of the first demonstration was out, RCA had released a statement by Dr. C. B. Jolliffe, vice president and technical director, who testily declared that CBS's use of the RCA tricolor tube proved only "what RCA has been saying for years—that the mechanical disc is outmoded and obsolete."

Demonstration Proves RCA

The demonstration also proves, Dr. Jolliffe continued, "what RCA said from the beginning of the color controversy—that a tricolor tube can be used with any color system and that there was no justification for imposing a spinning disc with all its limitations and disadvantages upon the American public."

He went on to point out that even with the tricolor tube instead of the disc, the CBS system is incompatible, that is, its color telecasts cannot be received by existing monochrome sets "without an extra gadget called an adapter." The RCA color system, he noted, is "completely compatible."

The demonstration of Vericolor industrial color television equipment—a quarter-hour showing—was picked up by the CBS-Remington Rand color camera on the ground floor of the exhibition building and reproduced on a battery of color receivers on the third floor. These color sets ranged in size from a miniature monitor with a viewing screen less than seven inches wide to a projected color image 30 inches high by 40 inches wide.

This proves, Mr. Murphy commented, "that CBS color pictures are not limited as to size. As a matter of fact, even the 30-by-40-inch projected picture shown today is small compared with the CBS-Eidophor color TV pictures of full movie screen size which were successfully demonstrated in Zurich, Switzerland, last fall, and which will be shown in this country shortly."

The basic camera chain for the CBS-Remington Rand industrial color TV system, Mr. Murphy said, is priced at $29,500, with extra receivers ranging from $500 to $2,000 each depending on size and construction. This equipment is now available, he said.

PARAMOUNT

TV Financial Data Disclosed

SIZE of profits made by WBKB Chicago and KTLA Los Angeles were put into the public record last week.

WBKB, owned by United Paramount Theatres' subsidiary, Balaban & Katz, made $652,621.71 on $1,738,023.05 revenues (after discounts) in 1950, and $1,227,100.90 on $2,283,601.37 revenues in 1951. Balaban & Katz poured $3,172,601.28 into the station, it was also revealed.

KTLA, owned by Paramount Pictures Corp., suffered a loss of $373,534.74 in 1950, but made a profit of $122,389.45 in 1951.

All figures are before federal taxes.

Financial data for both stations were put into record as the Paramount hearing continued through its sixth week.

Appearing for Balaban & Katz were Elmer C. Upton, secretary-treasurer; Arthur A. Goldberg, vice president and general counsel and David B. Wallerstein, vice president.

Scheduled to appear are John Balaban, president of B&K, and John H. Mitchell, general manager of WBKB.

At issue in this part of the hearings is the license renewal of WBKB and its transfer to United Paramount Theatres Inc. — the theatre holding company formed

SPECTATORS at FCC Paramount hearing, now in its seventh week in Washington, were (l to r): Robert H. Hinckley, Washington vice president, ABC; and Leonard H. Goldenson, president, United Paramount Theatres Inc. One issue of hearing is whether FCC should approve merger of ABC with UPT.

* * *

when Paramount Pictures Inc. was forced to divest itself of theatre ownership.

KTLA figures were submitted by Klaus Landsberg, vice president and general manager of the Hollywood station. He was the last witness for Paramount Pictures Corp. At issue is the grant of a license to KTLA, as well as transfer of control to new Paramount Pictures Corp.

In a list of tangible property values of WBKB and WBIK (FM), owned by Balaban & Katz, it was shown that original cost was $817,215.56, depreciated cost $426,137.21, replacement value $985,196.95.

Balaban & Katz was involved in 70 of the anti-trust suits filed against Paramount Pictures, Mr. Goldberg testified. He also said that B&K had 10 anti-trust suits filed against it since Dec. 27, 1951. Before 1944, B&K was involved in 12 anti-trust cases, two of them part of Paramount Pictures litigation, he declared. After 1944, B&K was involved in 66 such cases, he said.

It was in the cross-examination of Mr. Landsberg by FCC counsel Frederick W. Ford that the hearings finally began to take on the character of a comparative broadcast hearing.

Some of the highlights of Mr. Landsberg's answers were as follows:

(1) KTLA has a fund of $437,791.66 set up for a two-year period to pay for film rentals. Station uses 30-40 features a week, recently bought a block of 460.

(2) Connection with Paramount Pictures is ownership only. Paramount has not released any of its features for station use, nor does the station use any Paramount talent, technicians of facilities—although it is located on the Paramount lot in Hollywood. Station has no tie-in with International Telemeter Corp. or Chromatic Television Laboratories Inc., both of which are half-owned by Paramount Pictures Corp.

(3) Composite week showed following percentages: Religion, 0.3%, education and agriculture, none. Religion actually should be 1.8%, but composite week prevented listing of more than 0.3%. Station has standing offer of 30 minutes weekly to Los Angeles Board of Education, not taken up because board "doesn't seem to know what to do with it." No great demand for agriculture programs, and station furnishes citrus crop reports, weather warnings, etc. in news programs or as part of other programs.

Cites Recent Action

Recent FCC action placing 26 TV stations on temporary license due to lack of religious and/or educational programs [B•T, March 3, Feb. 4] was referred to by Mr. Ford.

(4) Picture of KTLA's commercial practices were shown by listing of the number of commercial spots in quarter hour programs during the composite week. There were 78 quarter hours with no commercials, 83 with one, 31 with two, 25 with three, 15 with four, and 11 with five or more. Fair relation of sustaining to commercial time in the 6-11 p.m. period would be about 10% sustaining, 90% commercial, Mr. Landsberg said.

Meanwhile, briefs objecting to DuMont's participation in the ABC-UPT merger portion of the case were filed by ABC, CBS, and UPT. Essence of their argument was that the merger issues have nothing to do with DuMont, that the Commission actually set up two cases—one regarding Paramount Pictures' control of DuMont and the other the merger—and that it was only later that it merged the cases in the interests of economy.

* * *

BALABAN & KATZ officials are shown as they conferred last week at FCC Paramount hearing in Washington. L to r: John Balaban, president; Arthur A. Goldberg, vice president and general counsel; David B. Wallerstein, vice president; Elmer C. Upton, secretary-treasurer; Duke M. Patrick, Hogan & Hartson, Washington, attorney for B&K and United Paramount Theatres.

Theatre TV Costs

THEATRE TV cost Balaban & Katz $50,323.88 in losses, it was revealed by David B. Wallerstein, vice president of the theatre company in testimony last week in the FCC Paramount hearings.

Company spent $128,696.63 equipping five of its theatres with theatre TV installations —all RCA instantaneous systems except for one Paramount intermediate system. Almost 50 different programs have been shown since the summer of 1949, mainly boxing and football. Few brought in any profit, the details revealed.

Equipment in State-Lake Theatre in downtown Chicago has depreciation value of $13,000 yearly; those in other four theatres, $5,000.

In addition to the State-Lake, theatre TV apparatus is installed in Tivoli, Uptown, Marbro and Paramount theatres (latter is in Hammond, Ind.).

LOEW'S, MGM SIGN

Take WOR-TV Program

SPONSORSHIP of a continuous television program by a leading theatre circuit and a major motion picture producer, reportedly for the first time, was finalized last week when Loew's Theatres and MGM Pictures signed for *Happy Felton's Knot-Hole Gang* on WOR-TV New York.

Featuring sandlot baseball players in addition to Mr. Felton, the half-hour program will originate from Ebbets Field, Brooklyn, and will precede every Brooklyn Dodgers home game carried on WOR-TV. Paced with the 77-game home season of the Dodgers, which opens April 18, the *Knot-Hole Gang* is scheduled for 1 p.m. before afternoon games, 8 p.m. preceding night play, and at 1:30 p.m. Sundays. The show will receive special promotion before the season opens through a TV newsreel now being shot at Vero Beach, Fla.

Loew's Theatres, a spokesman said, will use the WOR-TV program to promote its shows and film houses, aiming messages at children via the *Knot-Hole Gang* tie-in. Various houses will stage movie meetings for children Saturday mornings, with Mr. Felton and big league ball players featured, and the theatre circuit hopes to intensify cooperation with its good sportsmanship promotion through such community groups as Police Athletic League, Boy Scouts and sandlot organizations.

PATHE TV CORP.

Sets $6¼ Millions Budget

FORMATION of Pathé TV Corp., with a budget of $6,250,000 for television production, was announced in New York Wednesday by Pathé Industries, Inc.

The subsidiary will finance and distribute syndicated film programs for television to be made by various established producers with the budget allowing for expenditures in excess of $3 million per year for the first two years of operation. Offices will be maintained at Eagle Lion Studios on the West Coast, a Pathé Industries property, and at the Pathé Labs. in New York.

The new unit will be headed by Bruce Eells, former Young & Rubicam executive and head of his own transcription firm for the past five years. Besides Mr. Eells, board members will include William C. MacMillen Jr., Pathe Industries president; Henry Briggs, a director of the Alleghany Corp.; Livingston Goddard, also of the Alleghany Corp.; and James Wolcott, vice president and director of Pathe Labs.

The new company was incorporated in Delaware last month, according to Mr. Goddard, who said the Pathé Corp. name would be retained although there is another, unrelated organization by that name also located in New York.

HOOPERADE

Hooper Establishes New Monthly TV Service

"HOOPERADE of TV Stars" was announced last week by C. E. Hooper Inc. as a new monthly feature which will consider major network TV programming in the six primary television markets.

"Hooperade" will consider 16 programs per city, but a sample of the service, based on January and distributed last week, indicated that ratings are to be given for over 50 different video shows.

Primary features of the new service were described as:

All major TV talent, including performers who appear only once monthly and those with programs every other week, will be rated.

Video stars appearing on less than a once-weekly schedule will be so designated.

Performers competing against other top-rating talent (those who have a rating of 15.0 and over) will be so credited.

Favorable effect of a program's having an early time slot will be apparent. Sample emphasized the listing of *The Red Skelton Show* in Chicago and Los Angeles and *What's My Line* and *Your Hit Parade* in Chicago, as examples of the time advantage.

Absence of any market-to-market pattern will be evident, it was said, both in terms of top programs and in terms of the top six TV cities, which collectively contain almost 50% of television sets in the U. S.

Necessity for the advertiser to study his program locally, spokesmen said, will become evident. The Hooper organization suggested that the study be in terms of number of TV stations in the city and the effect on rating size, of competitive programs, of local program tastes, of time of broadcast, of the preceding program, and of the succeeding program.

The sample Hooperade, based on January audiences, indicated that only three programs were included among the first fifteen in all six of the surveyed cities: *I Love Lucy*, *Texaco Star Theatre* (with Milton Berle absent on vacation), and *Your Show of Shows*.

Cities to be covered monthly are New York, Chicago, Los Angeles, Philadelphia, Boston, and Detroit. The feature will be issued on the 10th day of the month following that for which the survey was made, it was explained, since measurement of some programs will still be in progress during the fourth week of the subject month.

SUICIDE ATTEMPT

Gets Video Coverage

TELEVISION cameras of two Cincinnati stations, WLWT (TV) and WCOP-TV, were rushed to a city office building on March 4 to cover a threatened leap of a 26-year-old Army veteran from the 47th floor of the Carew Tower. The would-be suicide, a mental patient, clung to a ledge for two hours determined to take his life before he was persuaded from making the leap by members of his family and a Catholic priest.

Cameras were trained from tower windows and from the observation platform to bring the drama into the homes of TV viewers. People as far away as Dayton and Columbus watched the rescue on WLWD (TV) and WLWC (TV), respectively, both Crosley stations.

TV CODE BEGINS

Dual Spot Opposed

THE FIRST week of television's life under the new NARTB TV Code brought no surprises, unless it was the lack of exciting developments.

Main incident was proposal by National Assn. of Radio & Television Station Representatives that NARTB outlaw dual or multiple-sponsored TV station announcements on the ground they constitute over-commercialism and bad taste.

The number of TV Code station subscribers rose from 82 at the previous weekend [B•T, March 3] to 85 as of Thursday night. New subscribers are WHAM-TV Rochester; WJIM-TV Lansing, Mich., and KLAC-TV Los Angeles. The four TV networks also are subscribers.

Murray Grabhorn, managing director of NARTSR, in a letter to Robert D. Swezey, WDSU-TV New Orleans, chairman of the committee which drafted the TV code, points out that advertisers have recently offered stations "announcements of one minute or less on a dual sponsorship basis, presumably for products with related appeal.

"The acceptance of dual or multiple sponsored announcements, in our opinion, would be detrimental to the best interest of television," Mr. Grabhorn states.

"We think it can be considered in bad taste because it would be inclined to encourage intolerance on the part of the TV viewer for these short commercials, which mean so much from the standpoint of revenue in the operation of TV stations. We also believe it would be bad for television because it is bound to dilute the effectiveness of the announcement to each of the two or more sponsors and therefore give them a sense of diminished impact which the medium does not deserve.

"Clauses in the NARTB TV code indicate generally that overcommercialization is in bad taste and in our opinion this particular phase of overcommercialization could well be spelled out for the guidance of all TV stations under the code."

NARTSR feels oppositely regarding programs of a half-hour or longer, Mr. Grabhorn notes.

"These units provide the viewer with paid-for entertainment," he states, "and therefore can carry without viewer resentment dual advertiser cross-commercial references, as well as dual advertiser full cross-commercials and alternating sponsorships, in order to assist in carrying the cost load of television without interference with the entertainment value of the program to the viewer."

Letter concludes with NARTSR's suggestion that a provision "resisting the dual sponsorship of TV announcements of one minute or less" be incorporated into the code.

Fast Film Work

WHAS-TV Louisville news director, Dick Oberlin, claims a speed record for news filming last week after station technicians took pictures of the surrender of a murder suspect at 5:20 p.m. and the films were shown on a 6:30 newscast. The station was tipped off by an attorney that an AWOL Fort Knox soldier, Leonard Tarrance, was going to surrender in the disappearance of another Louisville attorney, Francis McCormmack. Cameramen were rushed to the courthouse where the suspect gave up to authorities at 5:20. Films were shot of Tarrance with police, with the attorney who notified the station, R. Davis McAfee, and with WHAS-TV Reporter Cy Smith. The undeveloped film was rushed to the station seven blocks away by 5:40, was in the developer by 5:50 and by 6:20 was ready for the 6:30 show. WHAS-TV viewers watched and listened to the soldier deny that he had any part in Mr. McCormmack's disappearance. The attorney is still missing.

'FOODINI' SERIES

Acquired by Prockter Firm

PRODUCTION, syndication, distribution and commercial sales and exploitation rights to *Foodini the Great* have been acquired from Morey and Hope Bunin, creators and producers of the half-hour puppet show, by Prockter Syndications International Inc., according to Paul White, PSI president.

First 26 half-hour films of the children's program are available immediately, it was added, for local TV stations and advertising agencies, and have been designed for conversion to 15-minute programming where desired. Additional programs are underway at Fletcher Smith Studios, New York.

NPA COLOR BAN

Revision Still Expected

MODIFIED regulations governing the manufacture of color TV equipment failed to materialize at the National Production Authority last week as planned.

The agency is expected to clarify its order which now bans production of colorcasting equipment for mass use as well as for the theatre TV [B•T, March 3].

NPA Administrator Henry Fowler and Assistant Administrator H. B. McCoy still were gathering pertinent data late Thursday looking toward revision of the controversial prohibition. An amended order is expected momentarily.

It will retain the overall ban on such color TV equipment as home-type receivers, adapters and converters but exclude projection equipment for theatre TV.

STANFORD MEET

NARTB Code Is Criticized

NARTB TV Code was criticized as "ridiculous" at the Western Radio and TV Conference at Stanford U., Feb. 28-March 1.

Exchange of opinion took place between Frank Orme, editor, TV *Newsmagazine*, Hollywood trade publication, who condemned the code, and Judge Justin Miller, NARTB board chairman, who defended it.

Criticism by Mr. Orme coincided with the official starting date of the code, March 1.

Mr. Orme said he considered the code to be an ineffectual means of control over a medium of mass entertainment which is "teaching our youngsters that the forces of law and order are weak and inadequate and that they will win out in the end only because some slow-witted, brawny hero with a quick trigger finger and pile-driver fists has the luck to arrive in the nick of time."

One of Mr. Orme's main points was that the NARTB allows subscribers 52 weeks to adjust programming to meet code standards. "By the time the year is up, the whole thing will be forgotten." Meanwhile, he added, the stations will be permitted to flash the "good behavior" seal.

He attacked the review board as "a censorship jury . . . composed entirely of men who are directly concerned financially with the programs they will judge." In comparing the TV code with that of the motion picture industry, he pointed out that films are censored by a board composed of men *not* employed by any film studio.

Miller's Answer

In his rebuttal, Judge Miller commented, "Editors are remarkably good at writing indictments which have no positive suggestions. All of these points have been debated in committee hearings. I assure you, the code is a perfectly sincere document."

Among others who participated in the three-day conference were William Hollenbeck, producer-director, KGO-TV San Francisco; James Day, Radio Free Asia; William Ladd, KWSC Pullman, Wash.; Lewis Hill, KPFA (FM) Berkeley, Calif.; Kenneth Dragoo, KALW (FM) San Francisco; Floyd Farr, general manager, KEEN San Jose, Calif., and William B. Smullin, KIEM Eureka, Calif.

Joins Petry Staff

ADDITION of John Owen as special presentation writer to TV promotion department of Edward Petry & Co., station representative, was announced in New York last week. He reports to Robert L. Hutton Jr., department head. Mr. Owen for five years has been with Whitney Publications Inc., most recently as sales promotion manager.

F&P CHANGES

Griffin Heads All TV

APPOINTMENT of Partner and Vice President Lloyd Griffin to take charge of all television activities of Free & Peters Inc., station representation firm, was announced Thursday by President H. Preston Peters, coincident with the resignation of I. E. (Chick) Showerman as national TV sales manager.

The appointment was effective immediately.

Mr. Griffin, with Free & Peters since 1945, originally served in the firm's Chicago office, where he became manager of all midwest operations. During the past year he has directed sales and promotion activities from the New York office and also has played a major part in development of the TV department, it was pointed out.

In addition to being a partner and vice president, he is a director

Mr. Griffin

Mr. Showerman

of the company. Before joining Free & Peters, he served with the Office of War Information in India for two years and for several years was radio director of Knox Reeves Adv.

Mr. Showerman, who resigned effective March 1 and has not announced his future plans, had been with Free & Peters since December 1950. Prior to that time he was with NBC for some 22 years, rising to the vice presidency for the central division in 1947.

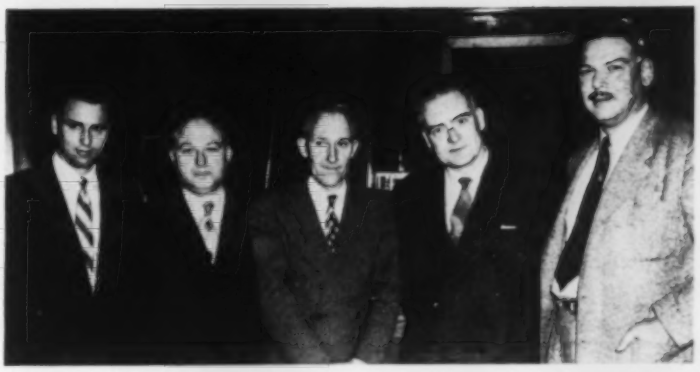
He joined NBC as a salesman in Chicago in 1928 and served successively as salesman, central division sales manager, eastern sales manager, general manager of the central division and central division vice president. He currently is president of Radio Executives Club of New York.

NEW KORDA FILMS

Gunther Airs on WMAR (TV)

SERIES of 18 new Alexander Korda feature films was launched by WMAR (TV) Baltimore March 1 on its Saturday evening *Gunther Premium Playhouse*. It marks the first showing of these English motion pictures in the Baltimore area, station reports.

Thirteen of the films originally were released in 1950 or 1951. Among those being shown are "Bonnie Prince Charlie," "The Wooden Horse," "Flesh and Blood," "Seven Days to Noon" and "The Hideout." Program is telecast 10:30-12 midnight, Saturday. Agency for Gunther Brewing Co., which has sponsored series for several months, is the Biow Co.



AMONG those attending TV interference meet were (l to r): Robert Boneiser, manager of San Francisco office, RCA Service Co.; F. V. Sloan, engineer in charge, FCC San Francisco office; Al Towne, engineering director of KSFO-KPIX (TV) San Francisco; Al Danielson, field engineer, Admiral Corp.; Fred Weingarten, service manager of McCormack & Co. and chairman of Distributors Service Managers Television Interference Action Committee.

* * *

TV INTERFERENCE

Discussed by Calif. Group

INTERFERENCE problems relating to TV receiver reception were thrashed out by the Northern California Television Interference Committee at its first meeting held under the auspices of FCC in San Francisco Feb. 29. Local representatives of 30 TV manufacturing firms promised industry cooperation.

Meeting was called to set up a liaison among TV manufacturers, amateur radio operators and such local investigative groups as FCC and the Northern California Electrical Bureau. Kenneth G. Clark, FCC South Pacific Region representative, presided over the meeting.

Mr. Clark stressed that FCC appropriations are not sufficient to handle the interference problem and suggested it could be remedied by manufacturers by installing a filter. "Unless something is done to control it, everyone will suffer—broadcasters, ham operators and utilities alike," Mr. Clark said.

VHF-UHF TUNER

Needs No Adjustments

STANDARD Coil Products Co. announced last week a new television tuner applicable to both UHF and VHF, which it says will cover all 82 prospective TV channels without need of adjustment by repairmen.

The single, compact unit will be supplied with all channels "pretuned" at the factory, so that dealers or servicemen will not be required to make the station adjustments necessary for other tuners, company officials said.

Selecting dial of "The New Standard Tuner" consists of three superimposed knobs. To get the station desired, the viewer turns one knob for the tens digit, another for the units digit and a third knob for fine tuning, the number of the selected station appearing in the dial window.

Described as the first tuner capable of receiving both VHF and UHF without repairman's adjustments, the new instrument incorporates the "spot" or "detent" principle as well as the "fine-tuning" principle incorporated in its predecessor, the company's Standard VHF Tuner.

Frequency stability and selectivity in the new tuner also are comparable to the old, according to Standard Coil President Glen E. Swanson, who said that public favor of the older device prompted company engineers to follow a similar design. The noise factor, he added, has been reduced to the point where the new tuner, in conjunction with a proper receiving antenna, gives a UHF service area comparable to that of present VHF stations.

RCA UHF PACKAGE

Offered to Permittees

IN A MOVE to assist broadcasters to get on the air with UHF television programs soon after the FCC grants construction permits for UHF channels, RCA Engineering Products Department has announced a packaged equipment combination which will provide all the fundamental equipment needed by new UHF broadcasting stations.

The same package with VHF transmitter, transmission line and antenna will be available for use by new VHF broadcasters when the present freeze is lifted by FCC.

The "Basic Buy" package will include the following station facilities: (1) transmitter and antenna; (2) monitoring equipment; (3) film and slide equipment; (4) monoscope camera for reproducing a test pattern of known quality; (5) a control console that will enable one man to run the station during many "on-air" periods.

Catalogue sheets entitled "Television Basic Buy Equipment Layout" can be obtained by addressing the Broadcast Equipment Section, RCA, Camden, N. J.

CBS Television Network on March 9 changed title of *The Big Question* to *Where Do You Stand?* Show originates in Washington.

DuMONT CANCELS

Five Network Shows Dropped

CANCELLATION of three sustaining and two commercial shows on the DuMont Television Network has been announced by James L. Caddigan, director of programming and production, who said that rescheduling, intended to strengthen the entire programming set-up, was still incomplete.

Commercial cancellations are:

Flying Tigers (12:30-1 p.m., Sundays) to have been replaced by *Kiddie Kollege* yesterday (Sunday) under sponsorship of Dr. A. Posner Shoes.

Eloise Salutes the Stars cancelled as of Friday by Doeskin Products Inc. No replacement yet set.

Sustaining programs cancelled are:

Famous Jury Trials, slated to conclude with its 9-9:30 p.m. telecast Wednesday. No replacement announced.

Stage Entrance (7-7:30 p.m., Sundays), discontinued March 2 and to have been replaced Sunday by *Georgetown University Forum*, previously at 6:30 p.m. the same day.

Date on Broadway (7:30-8 p.m., Monday-Thursday), which was to have gone off at the end of last week, to be replaced starting today (Monday) by *Serial Theatre*.

Another change in the DuMont schedule was shifting *Author Meets the Critics* to 10:30-11 p.m. Thursday, with its former time slot, 10-10:30 p.m. the same day, to be occupied by *Charlie Wild, Detective* under sponsorship of Wine Corp. of America starting March 13.

NTSC System

(Continued from page 62)

casting; it must be technically sound; it must be economically sound and able to grow under the American system of broadcasting.

Programming, Mr. Smith said, is the first consideration, as without good programs to watch the public will not buy receivers. But without economic incentive the broadcaster will not be spurred to provide such a program service. Therefore, he concluded, compatibility is essential as it provides color service without impairing reception by the present families with monochrome sets.

This condition, he noted, will encourage sponsors to present their programs in color for the new color audience without fear of losing their present monochrome viewers. The desire of the sponsors for color will encourage more colorcasting by TV stations and that in turn will stimulate the sale of color receivers, he pointed out.

All speakers emphasized that although the work so far indicates that the NTSC theories are sound, no attempt will be made toward their official adoption as the basis for a national color TV service until they have been established beyond question by exhaustive field tests.

NBC radio-TV *Dragnet* was honored by International Assn. of Chiefs of Police in two-page resolution describing merits of programs.

Station
KRLD TV
Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST

TELEVISION MARKET...

Southwest

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

157,868

TELEVISION HOMES IN **KRLD-TV'S** EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why **KRLD-TV** is your best buy

Channel 4 . . . Represented by
The BRANHAM Company

telestatus

Housewives' Viewing Is Analyzed

(Report 206)

FEELING of isolation and the consequent need for social stimulation motivates the "middle majority" housewife to watch daytime television. This was concluded last week by Dr. Burleigh B. Gardner, executive director of Social Research Inc., Chicago, in the company's fourth report on TV.

Titled "Daytime TV—the Acid Test," the study defines the test as "appealing to and holding" this middle majority group. Most of the group, however, watch daytime television regularly because of improved programming, the survey shows.

The housewife in this group watches one or two shows daily, having made room in her schedule to watch shows which a year ago she was too busy to view.

These women, however, do not view all shows equally: "They cluster around a few programs." Most "attractive" are the *Kate Smith Show*, the *Bert Parks Show* and the Francois Pope cooking school, the last telecast locally in Chicago.

The "isolated" housewife from the middle majority wants identification with the program personality and "relief" from the isolation of working with no one around to appreciate her, Dr. Gardner concludes. The sponsor, therefore, needs a program "which offers something besides informative material."

Shows with the most personality and dramatic appeal get the greatest middle majority attention because housewives in this group "have a firm sense of duty and cannot allow themselves the easy indulgence of seeing all daytime TV shows."

Her attitude toward commercials, however, is the same at 11 a.m. as at 11 p.m. "It often has a sort of watchful-waiting quality; she doesn't want to miss anything that is really good, but at the same time she expects to be largely bored," the report said.

Should Be Sincere

Commercials, to appeal to the middle majority housewife, should be sincere, eliminate much familiarity or repetition "which is apt to kill interest," have a lively, colorful and attractive rhythm to hold attention while she is working and have commercial elements which are not only informative but add to the woman's knowledge, skill or judgment.

A "valuable" TV device is an integrated commercial, but the middle majority housewife may overlook it entirely if it is too subtle. The upper middle class wife, in contrast, "may admire that subtlety and accept the recommendations." She also differs in her daily schedule, which includes bridge and avocational clubs, community activities and visiting, the survey noted.

68% Have Television In Pittsburgh

GUIDE-POST Research survey of 2,000 representative Pittsburgh area families reveals that 68% of the homes have television sets. The survey was made during the first two weeks of February.

C. F. Ackenheil, survey director, estimated there now are 289,000 TV-equipped homes in Allegheny County, with upwards of 100,000 telehomes in surrounding counties. Only two-tenths of a percent of the homes have more than one video set, it was reported.

* * *

Master Antenna System Readied on Long Island

WORK on master television antenna system to service receivers in 628 dwellings of Mitchel Manor housing development, Hempstead, L. I., is nearly completed, Bell Television Inc., New York, electrical engineering and installation company, announced last week.

Purpose of project, developed after more than a year and a half of study, is to eliminate use of antennas on roofs of houses. They will be serviced instead by a master antenna set up in a "remote location." More than four miles of

(Continued on page 73)

Weekly Television Summary—March 10, 1952—TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	13,000
Ames	WOI-TV	82,631
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	367,436
Binghamton	WNBF-TV	50,150
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	130,000
Boston	WBZ-TV, WNAC-TV	861,653
Buffalo	WBEN-TV	253,536
Charlotte	WBTV	132,338
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,095,185
Cincinnati	WCPO-TV, WKRC-TV, WLWT	329,000
Cleveland	WEWS, WNBK, WXEL	567,692
Columbus	WBNS-TV, WLWC, WTVN	210,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	157,868
Davenport	WOC-TV	88,598
Quad Cities Include Davenport, Moline, Rock Isa., E. Moline		
Dayton	WHIO-TV, WLWD	227,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	82,765
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	157,868
Grand Rapids-Greensboro	WOOD-TV	192,690
	WFMY-TV	101,111
Houston	KPRC-TV	116,000
Huntington-Charleston	WSAZ-TV	76,000
Indianapolis	WFBM-TV	216,000
Jacksonville	WMBR-TV	53,000
Johnstown	WJAC-TV	138,454
Kalamazoo	WKZO-TV	170,560
Kansas City	WDAF-TV	189,161
Lancaster	WGAL-TV	135,576
Lansing	WJIM-TV	82,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,232,000
Louisville	WAVE-TV, WHAS-TV	141,843
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	11,118
Memphis	WMCT	122,770
Miami	WTVJ	105,000
Milwaukee	WTMJ-TV	313,304
Minn.-St. Paul	KSTP-TV, WTCN-TV	310,309
Nashville	WSM-TV	62,225
New Haven	WNHC-TV	224,000
New Orleans	WDSU-TV	81,764
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,850,000
Newark	WATV	
Norfolk	WTAR-TV	101,832
Oklahoma City	WKY-TV	116,640
Omaha	KMTV, WOW-TV	121,277
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,010,000
Phoenix	KPHO-TV	55,150
Pittsburgh	WDTV	342,259
Providence	WJAR-TV	191,000
Richmond	WTVR	108,575
Rochester	WHAM-TV	122,000
Rock Island	WHBF-TV	88,598
Quad Cities Include Davenport, Moline, Rock Isa., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	73,350
San Antonio	KEYL, WOAI-TV	69,476
San Diego	KFMB-TV	126,000
San Francisco	KGO-TV, KPIX, KRON-TV	329,250
Schenectady-Albany-Troy	WRGB	198,600
Seattle	KING-TV	129,300
St. Louis	KSD-TV	372,000
Syracuse	WHEN, WSYR-TV	166,427
Toledo	WSPD-TV	150,000
Tulsa	KOTV	108,360
Utica-Rome	WKTV	67,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	335,715
Wilmington	WDEL-TV	92,014

Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 16,184,946

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap, sets counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

28 TELEVISION REVIEWS

PROP. COPS TOP SWAP

GRISMER'S SWAP SHOP
With Swapper Ted Ryan, 2 Eyefuls on Switchboard, Weekly Guest Star from Dayton Dog Pound
Producer: V. P. Jim Bridges of Cincy's Guenther, Brown & Berne, Inc.
Writer: Addison Libb
30 Mins.: Tues., 6:30 P.M.
GRISMER TIRE CO.
WHIO-TV, Dayton, Ohio

Story here is terrific sponsor sales success. Format of show spots emcee Ted Ryan refereeing swap propositions from studio audience and switchboard. Anything not blue goes. In show's history, one participant David Harum'd live monkey for Chevvy complete with radio and heater. Champ trader, in 6-week blitz, parlayed 5 bucks worth of second-hand photo enlarger into rodeo-trained palomino gelding. Another came up owner of $10,000 vintage Maxwell (listening, Jack?). Added gimmick is weekly guest spot of lost dog from local pound. Terrific audience pull, with Dayton canine delinquency now virtually nil.

TOP SWAP OF ALL was copped by sponsor—Chas. L. Marshall, Proprietor ("Prop." for short). For small show tab, he has picked up following—doubling of dollar volume in 2 years—new building with triple former capacity—franchises for full lines of nationally-advertised home appliances and auto accessories. Biz still building with no other promotion.

Show has in time bucked 2 network shows and kept stride. Videodex records 76% sponsor identification. Show, starting as 15-min. stint, was expanded to 30 min. during second yr.; now booked indefinitely. Sponsor happy with biz—station happy with audience loyalty—whole contour population happy with entertainment. Even the dogs, yet!

With apologies to you-know-who, but with no apologies for a great (typical) sales success story. We got listener ratings, too —Pulse gives us 7 out of top 10 weekly shows in Jan. For full details, see Nat'l. Rep. George P. Hollingbery Co. now.

CHANNEL 13
whio-tv
-AM
-FM
DAYTON, OHIO

WOR-tv channel 9 New York

TELEVISION

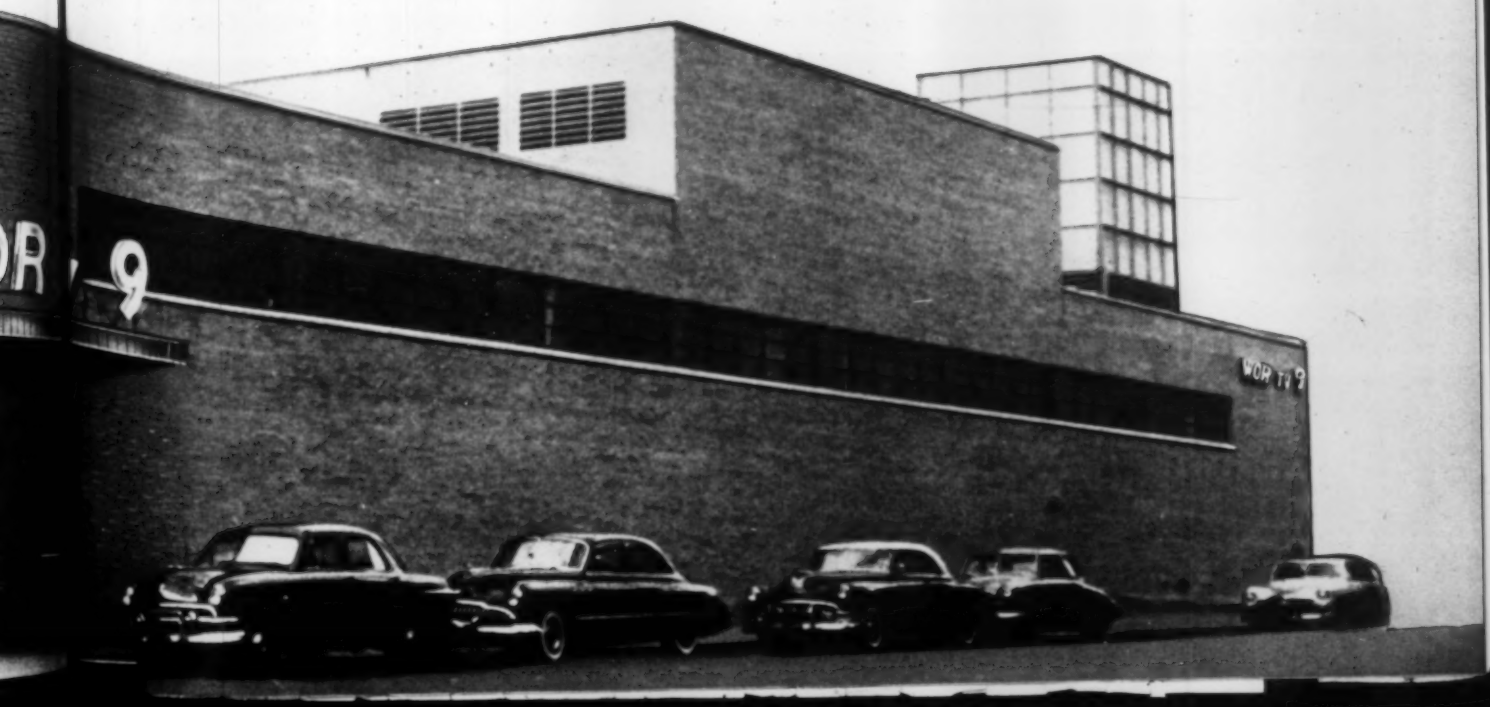
has moved to its new home

SQUARE

It's New York's first building erected especially for television. WOR-tv designed and built it to give advertisers the best tv facilities available in any city in any country in the world.

Channel 9's spacious new home is at 67th Street and Broadway in New York — the world's richest market!

This, Gentlemen, is our home . . .



T

This is how a show moves through channel 9's Television
Square from rehearsal hall . . . to make-up room . .

Adjoining each studio is a cluster of rooms . . . rehearsal hall virtually another studio, compact and fully equipped control room efficient nerve center facing studio through a large picture window . . . client's booth comfortable room where guest may observe every phase of tv programming . . . announcer's booth. Four star dressing rooms are just a few steps away from the studios. Across the hall — more well-mirrored, well-lighted dressing rooms . . . PLUS, near by, the most modern make-up room in television!

. . . to control room (for direction, engi-
. . . to the richest market in America!

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

One of San
Diego's great
Natural
Assets is
its HARBOR!

VALUE OF TOTAL
SHIPMENTS
INCREASED
26.3%
Over 1950

Wise Buyers
BUY
KFMB
For
More
Business!

KFMB-TV
Channel 8
KFMB-AM
550 - K.C.
John A. Kennedy, Board Chairman
Howard L. Chernoff, Gen. Mgr.

TABLE 5

Number of TV Stations Within Specified Broadcast Revenue Groups Showing Number Reporting Income or Loss Within Each Group and Average Revenues, Expenses and Income[1] of All Stations in Group 1951 (Estimated)

Broadcast Revenues	Number of Stations Total	Reporting Income	Reporting Loss	Average per Station Broadcast Revenues	Broadcast Expenses	Broadcast Income
(1)	(2)	(3)	(4)	(5)	(6) ($ Thousands)	(7)
Less than $250,000	4	1	3	$145	$194	($49)
250,000-500,000	14	12	2	390	314	76
500,000-750,000	17	16	1	616	449	167
750,000-1,000,000	16	16	0	844	593	251
1,000,000-1,250,000	12	12	0	1,112	791	321
1,250,000-1,500,000	10	10	0	1,373	836	537
1,500,000-2,000,000	11	9	2	1,728	1,266	462
2,000,000-2,500,000	8	6	2	2,245	1,590	655
2,500,000-3,000,000	7	5	2	2,797	2,158	639
3,000,000 and over	7	6	1	4,136	2,893	1,243
TOTAL	106[2]	93	13	$1,345	$964	$381

( ) Denotes Loss
[1] Before Federal income tax.
[2] Data for two stations not available.

TABLE 6

Number of TV Stations Classified by Size of Metropolitan Area Showing Number Reporting Income or Loss within Each Group and Average Revenues, Expenses and Income[2] for All Stations in Group 1951 (Estimated)

Population[1]	Number of Stations Total	Reporting Income	Reporting Loss	Average per Station Broadcast Revenues	Broadcast Expanses	Broadcast Income[2]
(1)	(2)	(3)	(4)	(5)	(6) ($ Thousands)	(7)
Under 250,000	13	12	1	$466	$283	$183
250,000-500,000	52	24	1	762	533	229
500,000-1,000,000	26	23	3	951	659	292
1,000,000-2,000,000	14	14	0	1,426	925	474
2,000,000 and over	28	20	8	2,599	1,954	645
TOTAL	106[3]	93	13	$1,345	964	$381

[1] Population of metropolitan areas—1950 Census.
[2] Before Federal Income Tax.
[3] Data for two stations not available.

TABLE 7

TV Stations Classified by Number of Stations in Community Showing Number Reporting Income or Loss and Average Revenues, Expenses and Income[1] For All Stations in Each Group 1951 (Estimated)

Item	Number of Stations Reporting Income	Reporting Loss	Average per Station Broadcast Revenues	Broadcast Expenses	Broadcast Income
(1)	(2)	(3)	(4)	(5) ($ Thousands)	(6)
40 One station communities	39	1	$955	$570	$385
11 Two station communities	19	3	876	619	257
8 Three station communities	23	1	1,479	965	514
2 Four station communities	8	0	2,051	1,287	764
2 Seven station communities[2]	4	8	2,765	2,688	77
Four stations reporting income			3,466	2,159	1,307
Eight stations reporting loss			2,952	2,952	(538)
Total	93	13	1,345	964	381

( ) Denotes loss.
[1] Before Federal income tax.
[2] Data for two stations not available.

FILM RIGHTS SUIT

UA to Appeal Ruling

UNITED ARTISTS will appeal the Feb. 29 decision of U. S. Referee-in-Bankruptcy Benno M. Brink which gave TV distribution rights of four feature movies back to James and George Nasser, producers.

In returning TV rights to the brothers, Mr. Brink held that according to the contract between United Artists and the Nassers, when TV becomes a commercial factor it was an obligation on the part of UA to distribute the movies to the new medium.

He held that UA had no intention of doing so until other major distributors did, adding that "television as a commercial practice does not begin when other majors enter the field." He further stated that UA had forfeited its rights in the contract by not distributing the pictures to television.

The Nasser brothers had filed a test suit in Los Angeles Federal Court last December asking return of the films for the purpose of releasing them to TV [B•T, Jan. 7]. UA releases them theatrically.

Appeal to the Federal Court in Los Angeles is expected to be filed within the next two weeks by Herschel B. Green, UA attorney, after findings in the case have been entered by Mr. Brink.

Charles Weintraub, president of Quality Films, as a qualified expert said he would pay the Nassers $200,000 within 30 days for TV rights to the four movies for seven years. In addition, an agreement would be worked out whereby they would receive additional money on a sliding scale based over a certain amount, he said.

Tom Corradine, film director-buyer for KTTV (TV) Hollywood, who said he buys about 600 movies a year for that station, estimated a top feature motion picture could easily earn $50,000 in TV on national distribution.

AFM entered a show-cause petition seeking to restrain the Nassers from leasing films to TV until they signed the union's 5% recording fund contract established for motion pictures to television. Hearing was scheduled last Friday [B•T, March 3].

KGO-TV San Francisco *Science in Action*, received *San Mateo Times'* award for the most outstanding local program.

TV's Rising Income

(Continued from page 61)

million compared to $18.7 million in 1950.

Overall network income from both AM and TV operations totaled $22.8 million in 1951, compared with $8.7 million in 1950.

Excluding the 15 network O & O stations, remaining 93 TV stations reported total revenues of $107.2 million, compared with previous year's $50.4 million. Station income was reported at $31.2 million compared to $800,000 in 1950.

Preliminary estimates on AM and FM operations are being processed by FCC economists and are expected to be reported about April 1, 1952.

MOVIE RIGHTS

Republic Files Appeal

ANTICIPATED appeal by Republic Pictures of a court ruling which prevents release of Roy Rogers' old movies to TV was filed last week in the U. S. Ninth District Court of Appeals, Los Angeles [B•T, Feb. 4; Oct. 29, 1951].

Republic contended that Federal Judge Pierson M. Hall, who earlier ruled in favor of the singing cowboy star, had erred in his interpretation of Republic's contract with Mr. Rogers. The judge ruled the studio could not sell or lease the old films to TV.

The appeal charged there was not sufficient evidence and disputed Judge Hall's ruling that Mr. Rogers' commercial tie-up clause gives him control of TV rights to his films produced by Republic.

The movie firm will be in federal court Tuesday to fight a similar permanent injunction suit by Gene Autry, cowboy star, filed last year [B•T, Oct. 29, 1951]. Mr. Autry charges unfair competition and seeks to prevent Republic from releasing about 65 of his old movies to television.

FILM STUDIO PLANNED

Brooklyn Property Acquired

PURCHASE of the former Brooklyn clubhouse of the Benevolent and Paternal Order of Elks, 144 Oxford St., by Chase Construction Corp., general contracting firm headed by Sidney Fetner, for conversion into television and film production studios, was announced last week by Dwight-Helmsley Inc., New York brokerage house which sold the property for A. B. Schneider.

Plans for altering the building into seven films studios have been filed by Architect Samuel L. Malkind, with construction operations to be undertaken by the Chase Corp. under Mr. Fetner's direction. Negotiations are pending for leasing the studios to a major television network, a Dwight-Helmsley spokesman stated.

SCOTT Radio Labs, Chicago reports about one-half of the TV-radio-phonograph combinations it sells now have blonde cabinets contrasted to 15% a year ago.

Telestatus

(Continued from page 66)

coaxial cable placed underground will connect individual receivers with the master antenna.

System was developed by Bell Television in cooperation with U. S. Air Force engineers and is said to be suitable for large building projects of two or three-story apartments or housing developments which are spread over large areas. Bell utilizes products of various manufacturers.

Under the new installation system, the television set owner will pay an initial fee of $7.50 for connection, plus a maintenance charge of $2 per month.

* * *

Snader Announces Sound Purification

SIMPLIFICATION of sound recording process involving sound purification in reduction from 35mm to 16mm has resulted from experiments conducted for Snader Telescriptions Corp., Beverly Hills, by Vic Krupa, vice president and technical director of Peerless Film Processing Corp., Hollywood, and Sound Services, that city.

The experiment, using a preamplifier booster, linked a 16mm sound track through large speakers. Then a 35mm print and a 16mm print of the same subject were run off with the sound track, it was explained.

Participants, unable to tell any difference, disproved to their own satisfaction the argument that 16mm, which is 2½ times smaller than 35mm, does not reproduce sound as faithfully, according to Louis Snader, president.

Snader and Peerless will continue to record on magnetic tape from Minnesota Mining and Milling and will transfer to a 35mm sound negative, which gives steadiness of double perforation with no roller abrasions, and then transfer directly to 16mm release prints.

Besides giving better quality, this will eliminate necessity of re-recording on all Snader TV films, it was said.

* * *

Advertest Gives Data On Early Evening TV

A REPORT on "early evening televiewing," based on 757 personal interviews in TV homes throughout the New York reception area, has been released by Advertest Research as part of its continuing study of "The Television Audience of Today."

Summary of some major findings by Advertest revealed that between 5 p.m. and 8 p.m.:

(1) Set usage is 68% greater among families with children than it is among childless households.

(2) Nearly 70% of all children in video homes watch television in that three-hour period, compared to 32% of women and 29% of men.

(3) Viewing reaches its peak around 7:45 p.m. or 8 p.m.

(4) Average TV set usage between 5 p.m. and 8 p.m. is 1.84 hours, compared to 0.48 hours for radio usage.

Interviews were conducted during the period Feb. 4-14, covering Monday through Friday programs on the seven New York TV stations.

* * *

KNXT (TV) Revises Times Rate Periods

REVISION of time classifications applicable to its rate card No. 1, effective Feb. 10, have been announced by KNXT (TV) Los Angeles. Rates remain the same, however, according to James T. Aubrey Jr., sales manager of the CBS owned outlet.

Under revised station time list, Class A is Sunday through Saturday, 6:30 p.m. to 10:30 p.m.; Class B—Monday through Friday, 5 p.m. to 6:30 p.m.; Saturday and Sunday, 3 p.m. to 6:30 p.m., and Sunday through Saturday, 10:30 to 11 p.m.; and Class C, all other times.

For announcements, Class A is Sunday through Saturday, 6:29 p.m. to 10:30 p.m.; Class B—Monday through Friday, 4:59 p.m. to 6:29 p.m.; Saturday and Sunday, 2:59 p.m. to 6:29 p.m., and Sunday through Saturday, 10:30 p.m. to 11 p.m.; Class C, all other times.

* * *

New Rate Card Issued by WDTV (TV)

WDTV (TV) Pittsburgh last week released Rate Card No. 7, to become effective April 1. New rates for Class A time will be $1,000 per hour; $600 per half hour, and $150 per minute spot. Rates for Class B periods of the same length will be $750, $450 and $125 and for Class C $650, $390 and $100.

* * *

Godfrey; 'Lucy' Lead Feb. Nielsen Ratings

ARTHUR GODFREY'S *Talent Scouts* and the show, *I Love Lucy*, starring Lucille Ball and Desi Arnaz, share top honors in Nielsen national ratings for the top 10 TV shows during the two weeks ending Feb. 9. Complete ratings follow:

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	8,481
2	Texaco Star Theatre (NBC)	8,235
3	Red Skelton (NBC)	7,760
4	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	7,677
5	Fireside Theatre (NBC)	7,298
6	Your Show of Shows (Reynolds, R. J., Tobacco) (NBC)	7,129
7	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	7,108
8	You Bet Your Life (NBC)	7,100
9	Your Show of Shows (Participating) (NBC)	6,730
10	Arthur Godfrey & Friends (Pillsbury Mills, Inc.) (CBS)	6,680

Rank	Program	Homes %
1	Arthur Godfrey's Scouts (CBS)	62.0
2	I Love Lucy (CBS)	56.5
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	53.7
4	Texaco Star Theatre (NBC)	53.4
5	Red Skelton (NBC)	52.2
6	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	49.4
7	Your Show of Shows (Reynolds, R. J., Tobacco) (NBC)	48.4
8	Arthur Godfrey & Friends (Pillsbury Mills, Inc.) (CBS)	47.7
9	Fireside Theatre (NBC)	47.6
10	Your Show of Shows (Participating) (NBC)	47.1

Copyright 1952 by A. C. Nielsen Co.

Take a good look at this area

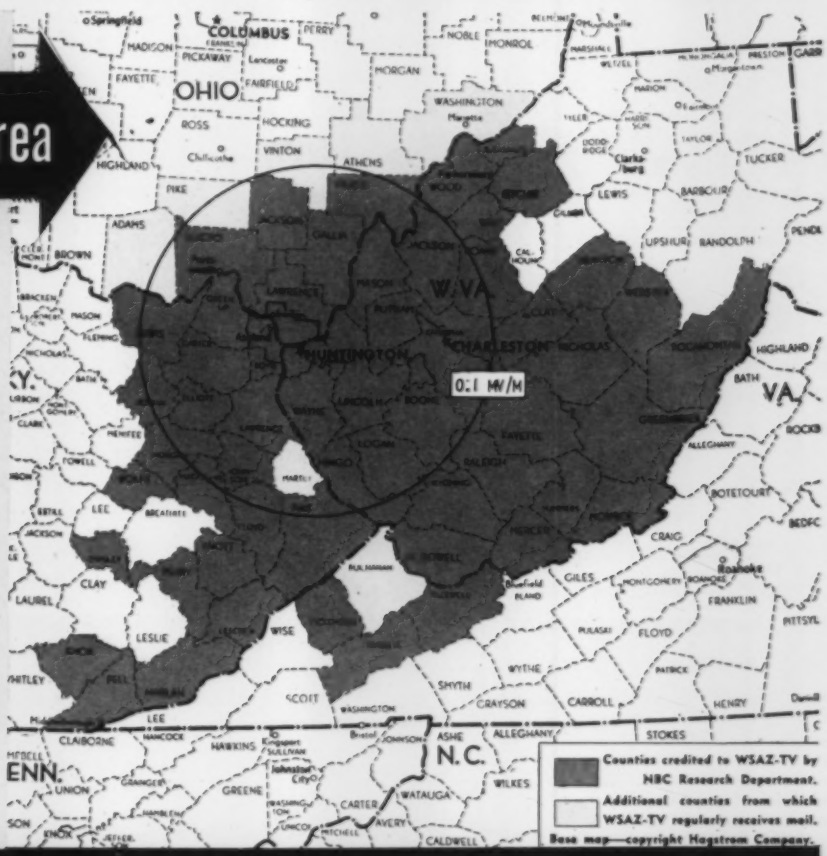
This is the coverage area of WSAZ-TV
It is in an area of
2,000,000 persons*

Here is a market larger than

DENVER

WSAZ-TV
HUNTINGTON, WEST VIRGINIA

*NBC Research Department



For more information call . . . THE KATZ AGENCY, INC.

DOOR TO DOOR
SALESMAN

HE VANISHING AMERICAN?

Any salesman is a friend of ours.

We're particularly drawn to those who go directly to the home to sell, because that's the kind of thing we do.

But you don't see so many of them at people's front doors as you used to. In fact they've even had the door slammed in their faces by law in some 400 localities.

We hate to think we helped to make things tougher for them. But while they were standing outside punching away at the doorbell, we were already in the living room, selling on the television screen.

Today, we make as many as four million home demonstrations an hour in sixty-two major markets. We call by *invitation* as often as five times a week. And the lady of the house gives us her attention...not for just a hurried moment or two, but for two full selling hours each day.

We would be happy to demonstrate how effectively we can sell your products via Daytime Television. But better hurry. There aren't too many hours left in the day.

CBS TELEVISION

XUM

TV FILM LABOR

SWG, SAG Talks Are Scheduled

ALLIANCE of Television Film Producers, beset by labor disputes and strike threats for many months, has agreed to open discussions this week with Screen Writers Guild on wages and working conditions for writers on TV films.

Similar talks by ATFP are scheduled to start with the Screen Actors Guild for actors in TV films on March 19.

The threatened SWG strike action, scheduled to start today (Monday) against ATFP member companies, was called off last Tuesday, following meetings between Gordon Stulberg, guild counsel, and Maurice Unger, ATFP president.

This followed an exchange of telegrams between Mary McCall Jr., SWG president, and Mr. Unger. The telegrams apparently cleared up "misunderstandings" which had precipitated the strike vote.

ATFP maintained that confusion over the extent of SWG's authority to bargain for writers in TV film had prompted it to hold off on negotiations. The guild agreed to bring proper certification at the first meeting scheduled "between March 10 and March 15."

Meanwhile, negotiations between the International Alliance of Theatrical Stage Employes and ATFP was progressing in an effort to reach final agreement before the March 19 deadline set by IATSE.

ATFP's recommendation is for a four-year contract, starting with a 10% wage increase for the first year. The second year, to begin Oct. 25, 1952, will automatically increase another 2½% over base pay with the third and fourth years to remain at that figure.

Also offered by ATFP was 4% vacation pay with a suggestion that the crafts establish rates for producers who guarantee term employment, either 50 out of 52 weeks, 39 out of 45 weeks, 26 out of 30 weeks or 13 out of 17 weeks.

SAG negotiations with ATFP will be focused on SAG's principle that when actors sell their services for video films, it is for one time showing only in each viewing area. For each additional showing they must get additional compensation, it is understood.

With Republic Pictures having started production on its first TV film series, *Commando Cody—Sky Marshal of the Universe*, the Assn. of Motion Picture Producers has asked SAG to open discussions on a minimum basic pay agreement covering actors in films for TV for major companies or their subsidiaries.

Discussions Deferred

Under terms of an negotiated agreement between SAG and AMPP covering actors in theatrical movies, discussions on those appearing in TV films made by majors or their subsidiaries were deferred temporarily.

In addition to Republic Pictures, which has Hollywood Television Service Inc. as a subsidiary, also scheduled to go into immediate TV film production are Universal-International, through United World Films; Columbia Pictures, and Screen Gems Inc.

SAG, upon working out a TV contract with AMPP, will hold discussions with the Society of Independent Motion Picture Producers and the Independent Motion Pictures Assn. for theatrical films.

With emphasis on television release of pictures made originally for theatres, IMPP last week began negotiations for a new basic agreement for member independent producers with the American Federation of Musicians.

SAG's agreement with AMPP covering theatrical films became effective Feb. 25 and is retroactive to January 1. Its provisions run to June 1, 1958, according to an announcement by SAG Executive Secretary John Dales Jr. and AMPP Vice President Charles Boren. The pact calls for pay boosts ranging from 8% to 80%.

SAG retains the right to open its contract if any movie studio sells theatrical films made after Aug. 1, 1958, to television without first negotiating additional pay for talent.

Both groups have the right to re-open the contract on wages and working conditions on June 1, 1954, and June 1, 1956. All salary increases are subject to Wage Stabilization Board approval.

New contract calls for:

Day player minimum up from $70 to $70; weekly free lance from $175 to $250; stunt man daily minimum from $55 to $70 with same $300 weekly minimum; multiple picture players from $175 to $250 a week.

Singers were boosted from $65 to $70 daily; choral vocalists $45 for four-hour session; singers mouthing to playback up from $25 to $45.

Airplane pilots were increased from $90 to $100 a day at studio and from $130 daily on location; term contract beginner minimum was raised from $60 to $75 a week.

Separate bargaining is to be held for separate contract for actors in films made especially for television.

Wage Ruling Reversed

APPEALS division of the Wage Stabilization Board in Chicago reversed a WSB decision involving contractual negotiations agreed on by the International Brotherhood of Electrical Workers, Local 1220, and WBKB (TV) Chicago. Terms of the contract had been approved in the main by WSB, but the board denied reduction of the escalator clause from four to three years and payment of top scale to supervisors immediately instead of after a year. Contract was negotiated by Elmer Upton, labor counsel of Balaban and Katz, which owns the station, and Walter Thompson, Local 1220 president.

IBEW Elected

ENGINEERS and technicians at KRON-TV San Francisco chose the International Brotherhood of Electrical Workers to represent them in an election held Feb. 14 under the supervision of the National Labor Relations Board. Vote was 16 to 6. IBEW has represented the technicians since before the station took the air in November 1949.

you can see the difference on WBNS-TV

A staff of 28 engineers are required to maintain and produce the top quality programs sent out over WBNS-TV.

The most modern control room equipment and facilities throughout, plus careful installation and maintenance, guarantee the clearest picture and best quality on WBNS-TV.

The skillful operation of all equipment has an important bearing on the fine quality of pictures transmitted by WBNS-TV, where each program is carefully monitored, and previewed before it goes on the air.

Yes, you can SEE the difference on WBNS-TV.

The excellent control and engineering facilities of WBNS-TV permit the daily Hob Nob show to make the most of their large cast and varied sets, producing a high interest and high sales vehicle.

WBNS-TV Control Room . . . the nerve center of operations and control point through which all local programs are originated and network programs monitored before going to the transmitter for broadcast.

wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street

Represented by Blair TV

How an ace TV writer turned a real murder into a TV show . . . and became Suspect No. 1

SPIN THE GLASS WEB

A Sealed Novel of Suspense*

by MAX EHRLICH

James Nelson, NBC-TV, says "I had to break the seal* on page 163 to get the solution of this suspense story. It has a relentless pull."

* *Your money refunded if you stop reading at page 163.*

$2.50 at all bookstores

Harper & Brothers N.Y.16

EW CROSBY UNIT

marks $4 Millions for Film

TH $4 million earmarked for duction of TV film programs, cer Productions has been organ- as a subsidiary of Bing Crosby erprises.

roup plans to produce four arate series consisting of total 08 half hour TV film programs, two scheduled to start im- iately.

CE will handle financing, dis- ution and make available its duction facilities at RKO-Pathe dios in Culver City, Calif., re the new unit will be head- rtered.

eading Lancer Productions are il Grillo, executive vice-presi- in charge of production for E; Bernard Girard, BCE pro- er-director of the *Rebound* s for Packard Motor Co. and Dorso, producer of the *Perry* on series.

arrying Lancer label, each of four series will have a com- year's run of weekly sub- , it was stated. Regular term racts are to be given actor and er talent. This is to assure ilability to the same actors and ntinuous flow of material for four series.

ow being prepared for filming *Those Were The Days*, story format with a small town e, and *Trauma*, a psychological ense series. Two additional es, *Corny Johnson*, comedy- ma stories of a Broadway char- r, and an untitled dramatic ology, are scheduled to go into uction within 60 to 90 days.

ES PLAGIARISM SUIT

or Names Star, NBC, C-P-P

AGIARISM suit for $50,000 has filed in Los Angeles Superior rt against Donald O'Connor, and TV star, Colgate-Palm- e-Peet Inc. and NBC by Edgar ley, vaudeville actor.

it charges that the exploding nograph dance routine per- ed Feb. 3 by Mr. O'Connor on C-TV *Colgate Comedy Hour* been Mr. Medley's vaudeville for 30 years.

r. Medley, prior to telecast, re- d request for permission to the act, according to his attor- .

otball Hearing

VERNMENT's anti-trust suit nst the National Professional tball League for blacking out casts of local games will be d in April [B•T, March 3]. was announced in Phila- hia by a spokesman for the -trust Division of the Justice after Federal Judge Grim ed notice that if the case isn't d in April or May he won't ble to hear it for a year, be- e of a crowded docket.

WMAR (TV) REMOTE

Special Salute to Goss

BAILEY GOSS, WMAR (TV) Baltimore sportscaster, was absent from his post for a couple of weeks, recuperating from an operation. The public missed him. Because Mr. Goss couldn't come to the TV cameras, WMAR (TV) took the cameras to his home.

Mr. Goss lives in a Baltimore suburb, located in a valley, and the mechanical difficulties taxed the ingenuity of technicians. But, reported WMAR (TV), it was well worth the effort. Televiewers and visitors to the Goss home enjoyed a heart-warming experience. Mrs. Goss and the Goss children, Rochelle and Roger, were on hand, proud of the public tribute being paid to Mr. Goss.

While the Feb. 23 afternoon telecast was preponderantly sentimental, it had its humorous moments. CBS star, Garry Moore, a visitor, drew Jerrold C. Hoffberger, Mr. Goss' sponsor, aside and whispered:

"This Bailey Goss can't last forever, you know. Now, I might be available if you're in the market . . ."

◀ *AMONG well-wishers who crowded onto backyard lawn of the Goss home were (l to r) Earl Gammons (light hat), vice president of CBS Washington; J. L. Van Volkenburg, president, CBS Television Network; E. K. Jett, vice president and director of TV at WMAR (TV), and Mr. Goss (with microphone).*

* * *

BEFORE *you buy* TELEVISION

. . . Look for the station with the most local-retail accounts. Local-retail advertisers buy where they get the most for their money . . . they buy the station that delivers results.

WGN-TV not only has more local-retail accounts . . . but more national spot business than any other television station in Chicago.

Follow the lead of advertisers who know . . . buy WGN-TV in Chicago.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

film report

TWO NEW companies which will specialize in television film production and distribution have been formed in New York within the past fortnight.

Robert Larence Productions Inc., which will concentrate on television film production, will be located at 418 West 54th St. **George Justin** has been appointed production manager-director and **Louis Mucciolo** will be studio manager for output of package shows and spot commercials.

Formation of **Joseph S. Salzburg Motion Picture Editing Service** to serve producers and distributors of films for television was announced by Mr. Salzburg. The address is 33 West 60th St. Mr. Salzburg resigned his position as production manager of Motion Pictures for Television to form the new organization. He previously had been associated with Associated Artists Productions and Pictorial Films.

* * *

The **Committee for Free Asia** has begun distribution of a new color-sound documentary film to television stations and networks throughout the United States.

Titled *Truth Shall Make Men Free,* the film outlines the social and economic problems of Asia. The film was produced by **Alfred T. Palmer Studios,** San Francisco, and is the first motion picture produced for the Committee. It is 13 minutes long.

* * *

Educational films are now being offered to television outlets by **Film Publishers Inc.,** distributor of motion pictures to the educational field.

First release is the United Specialists production *Out of the Heart.* It depicts what a boy can learn when given the responsibility of owning a dog. **Kenneth A. Silver** is president of the company, located at 25 Broad St., New York.

* * *

Negotiations for the sale of *Big Town* films were completed by **Lever Bros., Ruthrauff & Ryan, Gross-Krasne Productions** and **United Television Programs.**

Lever Bros., which sponsored programs live for two years, converts CBS-TV feature to film April 3 when **Jack Gross** and **Phil Krasne,** owners of the production firm bearing their names, will film the series. Lever will continue *Big Town,* meanwhile, on the network.

Terms of the agreement, reported by **Willson Tuttle,** vice president in charge of radio and television for Ruthrauff & Ryan, New York, provide that United Television Programs sell the series on a first-run basis in 29 cities not used by Lever. If local sponsors wish, the show can be carried in these markets on the same day and date as the network program. Also, the title *Big Town* can be used.

Second runs will be available in all markets next October, UTP President **Gerald King** said.

Sales . . .

Fotovox Inc., Memphis, Tenn., has just delivered a series of one-minute and 20-second spot announcements prepared for **Plough Inc.** (St. Joseph Aspirin and St. Joseph Aspirin for Children), through **Lake, Spiro, Shurman, agency.** Commercials involve live action and animation.

* * *

Western Adventure Productions Inc., Charlotte, N. C., has completed a pilot film of *Sabu* in "Law of the Jungle." It is being presented by **William Morris Agency** for network sponsorship. The *Sabu* series will be jungle adventure stories designed for 30-minute programs.

Western Adventure is currently offering its television film series, *Tales of Famous Outlaws,* in various markets.

Howco Productions, affiliated with Western Adventure, has finished a feature picture in color for **Lippert Pictures** release. It's called *Outlaw Women* and stars **Marie Windsor, Richard Rober, Carla Balenda, Allan Noxon** and **Jackie Coogan.** Producer was **Ron Ormond,** and film was shot on KTTV (TV) Los Angeles stages.

Mr. Ormond, executive producer for Howco Productions, has moved his Hollywood office to 5746 Sunset Blvd., in the KTTV Studio Bldg.

* * *

Sterling Television Co., New York, releasing *Greenwich Village* for national distribution. It is first in a series of TV film featurettes, and stars **Walter Cross,** songwriter, and **Virginia Phillips,** vocalist. Film was produced by **Medallion Productions,** Hollywood.

* * *

Prockter Syndications International Inc., New York, now has ready for release *American Sport Show,* a 15-minute television color-film series, **Paul White** PSI president, announced last week. Thirteen films have been completed.

The series—which stars **Richard Arlen,** Hollywood film actor, as narrator—will "run the gamut" of favorite American sports.

* * *

Frank Wisbar Productions, Hollywood, plans to release *Fireside Theatre* half-hour TV film series, for third run showings. New title is *Crest Theatre.*

* * *

M. & A. Alexander Productions, Hollywood, has acquired television rights to "A Medal for the General," British National Pictures film. It will release the film under the original book title, "Old Soldiers Never Die."

* * *

Procter & Gamble Co., Cincinnati, starts *Craig Kennedy Criminologist* on **WCAU-TV** Philadelphia for 13 weeks. The half-hour films are produced by **Adrian Weiss Productions,** Los Angeles, and distributed by **Louis Weiss & Co.,** also Los Angeles.

* * *

John Sutherland Productions, Los Angeles, starting one 45-minute color film for **National Carbon Co.,** New York, and one half-hour color film for **Kaiser Aluminum & Chemical Co.,** San Francisco. Both films will be for TV release and are concerned with industrial public relations.

Company is now doing final editing on 12-minute animated color film, *What Makes Us Tick,* for **New York Stock Exchange.**

* * *

Initial sale of *Televideo Theatre,* half-hour television films produced by **Screen Televideo Productions,** Beverly Hills, to **Sicks' Seattle Brewing & Malting Co.,** Seattle (Rainier Beer), concluded by **Stuart Reynolds Productions,** Beverly Hills. Series, identical with *Electric Theatre,* sponsored by electric companies in 35 national markets, is sold in markets where electric companies do not have members. Contract is for 52 weeks on **KING-TV** Seattle. Agency is **Miller & Co.,** also Seattle.

* * *

Sarra Inc., New York, has filmed series of eight 20-second television film spots for **Chase National Bank,** New York, through **Hewitt Ogilvy, Benson & Mather,** same city. Narrators are **Hugh James, Milton Cross** and **Dan Seymour.** Agency supervisors were **Olin A. Saunders, Dean Coords** and **William Shallow.**

* * *

Screen Gems Inc., Hollywood, starting seven film commercials for **General Tire & Rubber Co.,** Akron, Ohio. The agency is **D'Arcy Advertising Co.,** New York. **Jules Bricken** will produce and **Fred Sears** to direct.

* * *

Kling Studies, Chicago, preparing commercials for **Dormeyer, Henry, Admiral Corp.** dramatic sequences for **Marshall Field & Co.'s** *Pace of Chicago* show and feature for **Mitchell Air Conditioners.**

UTP'S WINDFALL

Collier's Features Durocher

FIRST-PAGE color spread in national magazine promoting TV film series, *Double Play With Durocher and Day,* was the reaped by United Television Programs last week when Collier's magazine featured a color portrait of the Leo Durocher family on March 8 cover.

Magazine followed up the shot with further illustrations inside the issue plus a feature article: "Laraine Taught Leo; Guys Finish *First* by Collie" much to the pleasure of UTP officials who knew nothing of the magazine's plans until the issue appeared on newsstands.

By the end of last week, were trying to arrange for copies of the *Collier's* cover mailing to stations and agencies but were impeded in their work the calls and letters pouring in UTP offices seeking information the TV show.

The quarter-hour TV film series with first program scheduled March 14 release, had a week last week: Clark Super G through the Arthur Meyerhoff Agency, Chicago, purchased Durocher-Day program for showing on WTCN-TV Minneapolis KSD-TV St. Louis, and WTMJ-TV Milwaukee, Aaron Beckwith, UTP sales director, said Wednesday. The Red Top Brewing Co. of Cincinnati also purchased the program for showing on three Crosley stations: WLWT Cincinnati, WLW Dayton, and WLWC Columbus. Sales were also announced in Buffalo, Schenectady and Kalamazoo.

The film program, which has $75-$775 price range, features manager of the New York Giants and his actress wife, Laraine Day, in an informal interview format centered upon sports personalities.

Available to national, regional and local sponsors, 26 programs of *Double Play* are to be completed this spring, with some films shot in Phoenix, Ariz., spring training headquarters for the Giants. The Durochers are both under contract to United Television Programs for 104 films.

SRT-TV SRT-TV SRT-TV

SRT-TV

INTENSIVE PROFESSIONAL

COURSES in TELEVISION BROADCASTING

Instruction by top-ranking professionals under actual broadcast conditions

Complete TV Station Equipment
Co-Educational • Day or Evening
Approved for Veterans

Send for free prospectus "Careers in Television"
DEPT. H

SRT (School of Radio Technique)
TELEVISION STUDIOS
America's Oldest Broadcasting School
316 West 57 St., New York 19, N. Y.
PLaza 7-3212

SRT-TV SRT-TV SRT-TV

RANGERTONE
BEST FOR TV FILMS
USED BY

SOUTHWEST FILM LAB., INC.
2015 Young Street,
Dallas, Texas

SYNC-SOUND
RANGERTONE
73 WINTHROP ST
NEWARK 4, N

full text | *as a service to subscribers*

FCC TELEVISION ALLOCATIONS REPORT

Following custom, we will publish the full text of the Final Television Allocations Report of the FCC as a service to subscribers.

This report, slated for release next month, will be a supplement to the regular Monday issue of BROADCASTING • TELECASTING. By arrangement with the FCC, it will be in your hands *coincident with its release.* The FCC hasn't the funds to print this 600-odd page report (probably equivalent to 200 of our type pages) or even to mimeograph it in sufficient quantities to meet the demand.

As a subscriber, you will receive as many of these supplements as your office has subscriptions to BROADCASTING • TELECASTING *without additional charge.* Extra copies will be available at $3.00 each. There will be an over-run to accommodate subscriber needs.

By reserving your additional copies today, your report will be mailed instantly upon the FCC release.

reserve your extra copies now at $3.00 each

NATIONAL PRESS BLDG. • WASHINGTON, D. C.

BROADCASTING TELECASTING

WNBC-WNBT POST

Promotions Announced

STAFF changes resulting from a new expansion program undertaken by WNBC (AM)-WNBT (TV) New York, key stations of the NBC networks, were announced by Ted Cott, general manager of the stations, last Thursday. They are:

Charles Phillips, former assistant general manager, appointed sales manager and general administrator of WNBT.

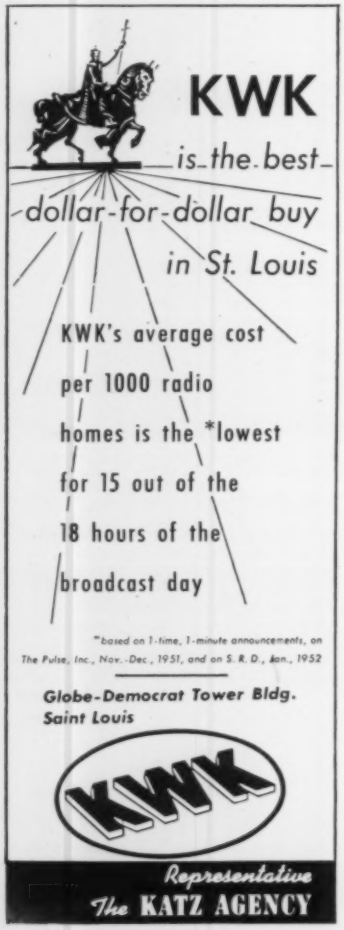
William Rich, former sales manager, named to newly created position of merchandising manager.

Jay Smolin, formerly with Amos Parrish & Co., New York advertising agency, appointed advertising and promotion manager of WNBC and WNBT, to be assisted by Len Wanles as promotion director for the television station and by Winifred Schaeffer, who will hold the corresponding position for WNBC. Phil Dean, formerly in charge of exploitation for NBC, succeeds Miss Schaeffer as WNBC-WNBT publicity director [B•T, Feb. 25].

James Hirsch, former advertising and promotion manager, was named special account executive in charge of developing new business for WNBT, and George Wallach, formerly director of new and special events, becomes production manager for the video outlet.

Norman Chester, timebuyer for BBDO, and John Barry of *The New York Daily News*, have been added to the WNBC-WNBT sales staff.

Merchandising operations, around which the appointments center [CLOSED CIRCUIT, Feb. 25], will be supervised by a special executive board including Messrs. Phillips, Smolin, Wallach and Dean.



MITCHELL PACT

Announced by ABC

ABC will have first chance at the services of veteran actor Thomas Mitchell as player, consultant, producer, and director as result of a recently-signed agreement announced Tuesday by Charles Underhill, national TV program director for the network.

Under the contract, effective March 1, Mr. Mitchell may produce two new television series, one of which would also be a starring vehicle for him as an actor. Plans had not been completed for either series by the end of last week, however.

While ABC will fill the primary position on Mr. Mitchell's television schedule, the actor was understood to be free, under the contract, for other television, radio, stage or screen commitments.

NO FCC 'FEES'

Proposal Is Opposed

FEES for processing FCC applications and licenses were frowned on by the Commission in a letter last week to the Bureau of the Budget. The letter was an expression of the Commission's attitude toward service charges, as provided in the 1952 Independent Offices Appropriation Act.

Citing the myriad number of applications, grants, authorizations and licenses filed and processed by the Commission, FCC pointed out that the bookkeeping problem seemed insurmountable.

Also the Commission said, the bulk of the paper work involved those least able to afford stiff fees—amateurs, police and fire departments, Citizen's Radio Service users, etc. If charges were set high enough to bring in substantial revenue, the Commission said, that would discriminate against the great number of individual and municipal operators of radio systems.

Sargeant Takes Oath

HOWLAND H. SARGEANT was sworn in as Assistant Secretary of State for Public Affairs last Thursday. He serves as an adviser to the Secretary of State, Dean Acheson, on information and psychological matters in the field of foreign policy. Mr. Sargeant will concentrate on top-level decisions involving Voice of America and other activities of the newly-created International Information Administration.

BAILEY NAMED

To FCDA Post

J. N. (Bill) BAILEY, former executive director of FM Assn. and before that an associate editor of BROADCASTING, has been named public affairs officer of Region 2, Federal Civil Defense Adm., headquartering at Richmond, Va. [CLOSED CIRCUIT, Feb. 18].

Mr. Bailey

A graduate of the FCDA Staff College at Olney, Md., Mr. Bailey reported to Richmond last week. He will serve as consultant to civil defense public affairs officers in Region 2 (Pa., Del., Md., Va., W. Va., N. C., D. C.). During World War II he was chief of the news section, Radio Branch, Bureau of Public Relations, War Dept, under Col. E. M. Kirby.

Mr. Bailey has operated a consulting business in Washington since 1949. Before the war he was a newspaperman and entered radio in the mid-'30s at WLW Cincinnati.

'I WAS COMMUNIST'

400-Market Sales Seen

SALES in 389 cities—with a 400-market goal by its March 30 release date—were totaled near the end of last week for *I Was a Communist for the FBI*, transcribed radio series produced by the Frederic W. Ziv Co., and Executive Vice President John L. Sinn reported the sales objective as practically "cinched."

Largest individual category of buyers have been radio stations, both affiliated and independent. Sponsors who purchased the open-end series directly for later placement on local stations were led by brewers, followed in sequence by bakers, furniture dealers, appliance dealers and industrial concerns. An "interesting" phase of the sales, Mr. Sinn related, was its purchase for public service broadcasts by several chambers of commerce and veterans organizations.

WEEK-KTOK SWA

FCC Orders Hea

OVERLAP and question of "ticking in licenses" were the issues in FCC's action last setting for hearing the ex of WEEK Peoria, Ill., for Oklahoma City, owned by Robert S. Kerr (D-Okla.)-Dea Gee interests and O. L. Tayl spectively [B•T, Dec. 31, 12, 1951].

In setting the transfers for ing, the FCC drew the issues (1) overlap between KTOK KRMG Tulsa, (2) trafficking censes as respects WEEK, and public interest, convenience necessity involved in the reque transfers.

Oklahoma City and Tulsa are air miles apart. KTOK opera on 1000 kc with 5 kw day and night, directional, holds CP kw fulltime with directional tenna at night. KRMG opera on 740 kc with 50 kw day, night, directional. If KTOK transfer was approved, Senator Kerr-Dean McGee principals would own both stations.

Upon FCC approval of WEEK-KTOK swap, Mr. Tay intends to sell the Peoria sta (on 1350 kc with 1 kw) to Fred Vance and family for $225,0 Mr. Vance is a native of Peo and is manager of the Dallas of of the O. L. Taylor Co., sta representative.

Part of the agreement pledg the Kerr-McGee group to maint a 30% interest in a separate c poration which has applied for in Peoria. Same pledge binds Taylor to 15% interest in the applicant. Mr. Vance, as owner WEEK, would maintain a 55% terest.

Transfer of KTOK to the Ke McGee interest and subsequ sale of WEEK would reduce Taylor's radio holdings to KA Wichita and KRGX Weslaco, T

Objection to the proposed tra fer was submitted to the FCC l week by Carmon C. Harris, Ok homa City attorney. He cited overlap situation, called attenti also to Sen. Kerr's 45% owners of the *Enid* (Okla.) *Events*.

THE VOICE OF THE TURTLE

"Peachy Music for Peachy People" rings the bell and touches the hearts of Johnstowners to the tune of over $5000 in the "Turtles" 100 hour marathon for the March of Dimes.

P.S. He does a big job for participating sponsors, too!
3:45-5:45 P.M.

1st AND ONLY AFTERNOON PERSONALITY

WARD
CBS RADIO NETWORK
WEED & CO., Representative

2nd MARKET IN WESTERN PENNSYLVANIA

ALO A. MARTINO
Was WDRC Chief Engineer

LO A. MARTINO, vice presi-chief engineer of WDRC tford and one of Connecti- earliest engineers, died March t his home Woodbridge, ., after a illness.

Mr. Martino

Martino had with WDRC 1923, a year the station founded by klin M. Doo- president. rs. Martino Doolittle ed for many years with Maj. in H. Armstrong in the de- ment of FM. Facilities of RC were used in many FM ex- ments.

ell known throughout the in- y, Mr. Martino was consulted gineers from all parts of the try and served on numerous try boards and commissions. Martino leaves his wife, two and a daughter.

neral services were held Wed- y at the Church of the As- tion in Woodbridge.

SUITS
OPA Discussion March 11

ACH of contract charges ht against Liberty Broadcast- System by WOPA Oak Park, ill be discussed again tomor- (Tuesday) in the offices of r in Chancery David Silbert T, March 3]. He continued the ng from a similar session last sday afternoon.

ere were no developments dur- he week on the Liberty suit for million damages against 13 r league baseball teams, in it charges conspiracy and rred anti-trust charges.

erty, in another move to bol- ts heavy sports programming, week hired Chuck Comiskey, y-known former vice president e Chicago White Sox, as vice dent in charge of sports. He s work today at Dallas head- ers.

RADIO IMPACT

NARTB's Allerton Plans Studies

SERIES of studies designed to show radio's impact on the nation and its effectiveness as an advertising, entertainment and educational medium will be undertaken by NARTB under the direction of Richard H. Allerton, in charge of the association's research department.

Plans of this sort have been considered at the association for several years but they have never gone beyond the discussion stage. First action was taken last Monday at a meeting of the NARTB AM Committee, headed by Glenn Shaw, KLX Oakland.

The idea had its first impetus during the 1950 NARTB district meeting when William B. Ryan was general manager. Mr. Ryan is now president of Broadcast Advertising Bureau. Many NARTB district meetings endorsed the idea in 1950 but it ran into opposition and finally indifference.

In the last year, BAB and the all-industry Affiliates Committee have made studies of radio's effectiveness and have rounded up considerable material. NARTB isn't definite yet on the exact type of job to be done by Mr. Allerton but he is already doing preliminary work and will report to the committee at its next meeting in May.

The committee's meeting last week reviewed the ban on broadcasting of public hearings, especially in light of Speaker Sam Rayburn's anti-radio ruling a fortnight ago. A touchy subject, stablization of rate structures, was discussed at length. Committee members agreed there is a lot of rate-cutting going on in the industry but didn't come up with any definite way of combating the trend. Other topics included the proposed campaign to get out the vote; state laws relieving broadcasters of liability for statements by candidates in political broadcasts; station relationships within the community.

Attending the meeting, in addition to Chairman Shaw, were William C. Grove, KFBC Cheyenne, Wyo., NARTB board member; Lee Little, KTUC Tucson, Ariz.; John F. Patt, WGAR Cleveland; G. Richard Shafto, WIS Columbia, S. C.; F. C. Sowell, WLAC Nashville; Simon R. Goldman, WJTN Jamestown, N. Y. Absent were John Esau, KTUL Tulsa, and Harry W. Linder, KWLM Willmar, Minn.

Representing NARTB were Harold E. Fellows, president; C. E. Arney Jr., secretary-treasurer; William T. Stubblefield, station relations director; Robert K. Richards, director of public affairs, and Mr. Allerton.

Comr. Robt. Bartley

(Continued from page 26)

mittee hearing, the effect of the TV freeze on Missouri. He pointed out to his colleagues that the state has only two TV stations, and continued:

"When former FCC Chairman Wayne Coy appeared before the Senate Committee on Interstate & Foreign Commerce on July 18, 1951, he led the committee to believe that the situation might be brought to a head by September 1951. Later he wrote the chairman a letter saying in effect that he thought he had been a little brash about this date. He indicated then that the situation could be corrected by the first of the year. That deadline, too, is past, and still there is no official word from the Commission as to when people may expect any measure of relief from the freeze order.

"During the committee hearing on Mr. Bartley's nomination, Mr. Bartley assured our committee that, if confirmed as a member of the FCC, he will work for an extension of television as rapidly as possible. . . .

"It was intimated in the hearing before our committee, that the FCC is now split 3 to 3 on some important questions [B•T, March 3]. I voted in favor of the confirmation of Mr. Bartley's nomination in the committee and shall vote for it in the Senate upon his express assurance that he will do what he can to end the television freeze without further delay."

The nomination was confirmed without objection.

WJZ on All Night

WJZ New York, key station of ABC network, was scheduled to start all-night broadcasting Saturday with inception of three-hour, late-night session of popular music from 3-6 a.m. seven times weekly. Previously silent between 4-5:45 a.m., the station announced 24-hour broadcasting plans after FCC requested 50 kw outlets to stay on air as part of civilian defense skywave monitoring [B•T, Feb. 25]. New program is to be called *The Birdland Show* for sponsorship by Birdland Restaurant, New York night spot.

KENNETH H. BAKER, president, Standard Audit & Measurement Services, examines mailbags containing ballots for first nationwide station audience measurement since 1949 [B•T, Feb. 25].

WKBW Engineers

WKBW Buffalo, N. Y., has been directed by the National Labor Relations Board to bargain collectively with the National Assn. of Broadcast Engineers & Technicians (CIO). The union claims exclusive representation of all radio engineers and technicians at the ABC affiliate. Decision was signed by board members John M. Houston, Abe Murdock and Paul L. Styles and effectuates a settlement stipulation agreed upon by WKBW, the union and NLRB general counsel.

AMONG THE MANY THINGS ABOUT BUSINESS AND SALES AND RADIO IN GREEN BAY McGILLVRA (N. Y. and Chi.) WANTS TO TELL YOU

"Per capita spendable income is way above the national, regional and state averages"

and

YOU CAN COVER THIS GREEN BAY MARKET

With Just PG

THE RADIO SERVICE OF THE GREEN BAY PRESS GAZETTE

SERVICE

Twenty-five years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)
EXTRA-WEEK
January 27-February 2, 1952
EVENING, ONCE-A-WEEK
NIELSEN-RATING*

Current Rank	Program	Current Rating Homes %
1	Lux Radio Theatre (CBS)	16.2
2	Jack Benny (CBS)	16.1
3	Amos 'n' Andy (CBS)	15.2
4	People Are Funny (CBS)	14.1
5	Our Miss Brooks (CBS)	12.6
6	Charlie McCarthy (CBS)	11.8
7	Fibber McGee and Molly (NBC)	11.5
8	Bob Hawk (CBS)	11.3
9	You Bet Your Life (NBC)	11.2
10	Walter Winchell (ABC)	10.9

NOTE: Number of homes is obtained by applying the "Nielsen-Rating" (%) to 42,800,000—the 1952 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.
Copyright 1952 by A. C. Nielsen Co.

Equipment Procurement

RADIO communication equipment industry has had little difficulty in obtaining materials under allocation controls but great trouble in securing some component parts, the National Production Authority has been told. Occasion was NPA meeting with Radio Communication Equipment Manufacturers Industry Advisory Committee. Among scarce component parts are tubes, transformers, connectors, crystals, plugs, sockets and relays. Most industry production is for military programs, with orders for receivers, transmitters, mobile radios and radar equipment.

30 Years
of
Fitting a Medium
to a Market

WSYR ACUSE
NBC AFFILIATE

Covers ALL
of the Rich
Central N.Y. Market

Write, Wire, Phone
or
Ask Headley-Reed

IRE AWARDS

Baker, Five Others Given Top Honors

SIX AWARDS for outstanding contributions to radio engineering progress during the past year were awarded Wednesday at the annual banquet of the Institute of Radio Engineers. IRE also presented 45 fellow awards. The banquet was the top social event of the IRE convention at New York's Waldorf-Astoria Hotel (see main IRE meeting story, this issue).

W. R. G. Baker, vice president of General Electric Co. and chairman of the industry-wide National Television System Committee, received the Institute Medal of Honor "in recognition of his outstanding direction of scientific and engineering projects; for his statesmanship in reconciling conflicting viewpoints and obtaining cooperative effort; and for his service to the Institute."

William Shockley of Bell Telephone Labs was awarded the Morris Liebmann Memorial Prize for his "contributions to the creation and development of the transistor."

H. W. Welch Jr., of Michigan, won the Browder J. Thompson Memorial Award for the outstanding paper submitted to the IRE by an author under 30 years of age.

★

His paper was entitled "Effects of Space Charge on Frequency Characteristics of Magnetrons."

Newbern Smith, National Bureau of Standards, was given the Harry Diamond Memorial Award for the outstanding contribution to the radio or electronics field by a person in government service for his "fundamental work during a period of many years on radio wave propagation, this work being the basis for the practical use of ionospheric observations in the operation of world-wide communication systems."

Jerome Freedman, Griffin Air Force Base, Rome, N. Y., received the Editor's Award for an outstanding paper submitted to IRE from the standpoint of good presentation in general for a paper entitled "Resolution in Radar Systems."

D. B. Loughlin, Hazeltine Electronic Corp., was presented with the Vladimir K. Zworykin Television Prize Award for important contributions to electronic television for "his outstanding contribution to the theory, the understanding and the practice of color television."

Fellow awards went to the following:

John L. Barnes, U. of California, Los Angeles; Semi J. Begun, Brush Development Co., Cleveland; Ralph D. Bennett, U. S. Naval Ordnance Lab., Silver Spring, Md.; Leo L. Beranek, Massachusetts Institute of Technology, Cambridge, Mass.; Hendrik W. Bode, Bell Telephone Labs., Murray Hill, N. J.; Leon N. Brillouin, New York.

Marvin Camras, Armour Research Foundation, Chicago; C. W. Carnahan, Sandia Base, Albuquerque, N. M.; P. S. Christaldi, Allen B. DuMont Labs., Clifton, N. J.; L. J. Chu, MIT, Cambridge, Mass.; H. P. Corwith, Western Union Tel. Co., New York; A. B. Crawford, Bell Tel. Labs, Red Bank, N. J.; L. A. DeRosa, Federal Telecommunications Labs., Nutley, N. J.; L. T. DeVore, General Electric Co., Syracuse, N. Y.

D. W. Epstein, RCA Labs., Princeton, N. J.; L. M. Field, Stanford U., Stanford, Calif.; L. B. Hallman Jr., Wright-Patterson Air Force Base, Dayton, Ohio; R. N. Harmon, Westinghouse Radio Stations Inc., Washington, D. C.; H. E. Hartig, U. of Minnesota, Minneapolis; J. K. Hilliard, Altec Lansing Corp., Beverly Hills, Calif.; L. Holmes, RCA Labs., Princeton, N. J.; C. N. Kimball, Midwest Research Institute, Kansas City, Mo.; W. E. Kock, Bell Tel. Labs., Murray Hill, N. J.; H. B. Law, Louis Malter, RCA Labs., Princeton, N. J.; W. S. Mark, Coles Signal Lab., Fort Monmouth, N. J.; W. W. Mumford, Bell Tel. Labs., Red Bank, N. J.; L. S. Nergaard, RCA Labs., Princeton, N. J.; Harry Nyquist, Bell Tel. Labs., New York.

J. A. Ouimet, Canadian Broadcasting Corp., Montreal, Canada; H. W. Parker, Sylvania Electric Products, Bayside, N. Y.; D. W. Pugsley, General Electric Co., Syracuse, N. Y.; L. R. Quarles, Oak Ridge National Lab., Oak Ridge, Tenn.; J. D. Ryder, U. of Illinois, Urbana, Ill.; Bernard Salzberg, Naval Research Lab., Washington, D. C.; H. Scott, Hermon Hosmer Scott Inc., Cambridge, Mass.; W. G. Shepherd, U. of Minnesota, Minneapolis; Newbern Smith, National Bureau of Standards, Washington, D. C.; P. H. Smith, Bell Tel. Labs., Whippany, N. J.; C. Szegho, Rauland Corp., Chicago.

L. C. Van Atta, Hughes Aircraft Co., Culver City, Calif.; R. H. Varian, Stanford U., Stanford, Calif.; J. Whinnery, Hughes Aircraft Co., Culver City, Calif.; J. B. Wiesner, MIT, Cambridge, Mass.; C. E. Williams, Puget Sound Naval Shipyard, Bremerton, Wash.

On All Accounts

(Continued from page 12)

speaker's platform.

More and more, interest in the new medium claimed Mr. MacWilliams' attention. In the fall of 1951, when his agency was setting up a separate TV department, he became its director.

In addition to producing two large scale music-variety shows on WDTV (TV) Pittsburgh each week, Mr. MacWilliams now supervises spot and program schedules over stations in Pittsburgh, Johnstown, Erie, Columbus, Cleveland and Philadelphia.

While current duties combine both creative and administrative duties, his first love continues to be program planning and production.

Although Mr. MacWilliams is now almost wholly absorbed in TV, he still believes in radio's future and thinks there is nothing wrong with radio that better programming won't cure. But he believes that station operators themselves can "kill" radio by indifferent and unimaginative programming, lack of merchandising and lack of proper promotion.

This native of Nashville, who married the former Louise Gentry of that city, still finds time to be active outside the agency. He is national secretary of Sigma Tau Phi, an office he has held for over 20 years. He was a founder and first president of the Pittsburgh Radio and Television Club. Also, he is a member of the Pittsburgh Advertising Club, the Radio Executives Club of New York, Academy of Radio and Television Arts & Sciences and the Exchange Club.

As if that were not enough, Mr. MacWilliams writes songs—21 of them published to date.

KLWN Birthday

NOVEL promotion gimmick was used by KLWN Lawrence, Kan., on its first birthday anniversary. Station Manager Arden Booth asked listeners to pledge a dollar or less. Goal of $150 was set to be turned over to Lawrence Memorial Hospital for purchase of a much-needed incubator. Response was "tremendous" and far-reaching, Mr. Booth reported, with pledges received by telephone from 11 cities in surrounding area.

WCRO Moves Studio

WCRO Johnstown, Pa., opened new studios and offices in the Hotel Fenwick Stanwix March 1. Stewart Phillips, vice president-general manager, said the occasion also would honor R. Dennis Gerhart, former WCRO general manager who has purchased KNBZ La Junta, Col. In conjunction with the moving, Mr. Stewart explained that many new on-the-air personalities and programs are being added to the schedule. WCRO is represented nationally by Radio Representatives Inc.

Dont miss the boat!

See COLLINS RADIO COMPANY'S
announcement ad in
Broadcasting-Telecasting March 24

programs promotion premiums

USIC with accent on the class-
ics is being aired in late hours
WDAS Philadelphia in coopera-
n with Muntz TV. *All Night*
usic Festival, broadcast 1-6 a.m.
ily, is divided into segments cov-
ing almost every field of fine
sic. Muntz TV was the first
nsor to buy time on the show
ich features Brad Thomas and
lbert Morris as commentators.

LLUSTRATED FORECASTS

OPULAR demand has brought
k Louis Allen, Navy Dept. me-
orologist, to WTOP-TV Washing-
n after several months absence.
en prediction of rain, listeners
el, doesn't seem so bad when Mr.
llen appears for five minute daily
recast with his "Woodle" draw-
gs, stick figure sketches illustrat-
r weather for the following day.

ETWORK PROMOTION

EW "Mr. Plus" promotion folder
s issued last week by MBS to
encies, stations and timebuyers.
py, featuring network's cartoon
scot as a cavalry general on
rseback, tells "how to get there
stest with the mostest" via the
S route.

R EARLY BIRDS

RLY-MORNING Sunday listen-
hip warrants a 6 a.m. sign-on
WLS Chicago, the station re-
rted last week. A special offer on
rs on Parade, aired from 6:05
6:45 a.m. Sunday, was broad-
t on two successive weeks.
re than 1,800 persons wrote
for "enough Georgia cotton
ds for a border along your walk
other spot you want to pretty
"

ERSATILE LADIES

DVERTISERS on KDKA Pitts-
gh are being reminded via
der promotion of the bonus af-
rded them by two of the sta-
n's leading personalities. Janet
ss, director of daily *Shopping*
rcle, and Evelyn Gardiner of
me Forum are writing food and
hion columns for more than 60
wspapers. Promotion points out
journalistic venture greatly
hances the value for advertisers
ng these two programs.

DETERMINATION PLUS

WHERE there's a will there's a way was aptly demonstrated by news staff of WGAR Cleveland during a recent murder trial in the city. Night news editor, Jack Dooley, barred from the courtroom with tape recorder, induced defense and prosecuting attorneys to repeat final statements to the jury for radio listeners. Arrangements also were made for the judge to tape record sentence to send Charles Ross to the electric chair for the murder of a Cleveland policeman.

TRAINING BROADCASTS

SNEAK preview of how things are going with eight major teams now in training in Clearwater, Fla., will be available to fans over WIP Philadelphia. Jim Leaming, sports director, is at training camps to tape record interviews with players for 18 days. Personalized spots recorded by a number of players are being aired by the station to promote the special sports feature sponsored by local Household Finance Corp.

LISTENING IN

WDOR Sturgeon Bay, Wis., is attempting to solve listeners' problems of any dimension. *Party Line*, aired daily for 15 minutes, sometime extends to a half hour because of the phone calls received. Announcer takes calls, relates the caller's request be it an announcement of a civic function or news of something to sell.

CELEBRITIES' FAVORITES

SERIES of celebrity disc jockey shows was begun last week on WGMS Washington with Clifton Fadiman playing his favorites in classical music. Famous personalities from many fields including politics, theatre, sports and literature will try their hand at a new occupation on the shows scheduled for half hour presentation each Saturday at 3 p.m.

BOXING BOUTS

STUDIO staged amateur boxing bouts will be telecast by KNXT (TV) Hollywood every Thursday commencing March 13. Tom Harmon, station's sports director, will announce the contests produced under AAU regulations.

LENTEN TELECASTS

LENTEN programs featuring interviews and messages from Protestant clergymen are being telecast by WPTZ (TV) Philadelphia every Wednesday afternoon. Speakers, who are in the city to participate in special mid-week services at Old Christ Church, are interviewed by station newsmen before delivering Lenten talks.

CITES MAIL COUNT

MAIL count of over 65,000 pieces last year is claimed by *Melody Market*, program built around the idea of a musical market where Howard Rudolph, show's m.c., ties in food products with his musical selection. Broadcast is aired daily by WITH Baltimore and features mystery tune contests and daily poetry readings.

RESCUE COVERAGE

RADIO newsmen from WOCB-AM-FM West Yarmouth, Mass., were on the spot to tape record interviews with men rescued in the sea disaster off Cape Cod when they were brought ashore by Coast Guardsmen. Remote broadcast was handled by Ed Semprini, news editor, in the Coast Guard station where the 15 survivors were landed. After being aired on WOCB, the tape was rebroadcast by Yankee network.

MUSIC SAGA

WEEK long salute, *Musicana U. S. A.*, is being aired over WHDH Boston telling the story of the country in song. Seven hours of program time are devoted to the series each day. Original records and scripts are being used to spotlight great hits and performers from 1915 to the present day. Saga is being plugged with heavy promotional material and daily newspaper ads.

TALK IT OVER

INTERNATIONAL relations at the personal level are being stressed in a new telecast on WOC-TV Davenport, Iowa. Produced by Iowa State U.'s department of speech and dramatic arts in cooperation with the School of Journalism and the students' International Club, the series is based on the college bull-session concept of discussion over a cup of coffee. Prof. John R. Winnie is producer-director.

MOOD SCENES

MUSIC is something to see as well as hear at WTCN-TV Minneapolis-St. Paul. Moving and still pictures that interpret music to the eye in the same way the orchestra does to the ear have been added to weekly symphony telecasts at the station. Landscape and city scenes filmed to match the mood of the music are used to replace shots of the orchestra.

BROCHURE OFFERED

BROCHURE prepared by The Katz Agency outlining various audience promotion and merchandising services available to WWL New Orleans advertisers is being offered upon request to the station's promotion merchandising department.

AD RATE PROMOTION

ONE thousand rural homes can be reached by advertisers using WDGY Minneapolis for as little as 83¢, according to promotion piece released by the station. Station, covering eight areas, compares prices with four competitive stations in the coverage area, and concludes dollar-wise that WDGY is the advertiser's best buy.

TELEPHONE VOTES

SPECIAL telephone Presidential poll was inaugurated last week by KOWH Omaha. Ten special telephone lines were installed and over 100 operators were assigned to handle "votes" phoned in by listeners. Results were broadcast every hour.

HOOPER IN CHATTANOOGA
March, April, May 1951

Mon. thru Fri.	Sta. B	Sta. C	WDEF	Sta. D	Sta. E
7:30 to 8:00 a.m.	3.2	2.0	11.0	2.3	1.0
8:00 to 8:15	2.8	2.8	13.0	3.1	2.8
8:15 to 8:30	2.1	1.4	11.0	3.3	3.0

SHARE OF RADIO AUDIENCE

	B	C	WDEF	D	E
8:00 a.m.-12:00 noon	9.3	12.3	33.5%	21.1	22.3

1370 KC · 5000 WATTS

WDEF
CHATTANOOGA

Carter M. Parham, President
Represented by BRANHAM

Rayburn Ban

(Continued from page 25)

and what Congress should do about them so far as broadcasting or telecasting are concerned is contained in the American Bar Assn.'s report. Since its release a fortnight ago, it has been given wide circulation. A copy is to be sent to each legislator on Capitol Hill.

The ABA house of delegates, the policy-making body of the law group, adopted the report and recommended resolutions prepared by a committee for the board of governors.

ABA condemned "the practice of televising or broadcasting the testimony of witnesses when called before investigating committees of Congress and recommends that appropriate action be taken to restrict or prevent it."

Would Amend Canons

Also attacked was the "practice of televising or broadcasting judicial proceedings," coupled with a suggestion that the canons of judicial ethics should be so amended.

In its report, ABA's committee "notes with approval the pending efforts in Congress to frame a code of procedure for congressional investigating committees which will obviate some past criticisms."

Pointed up in the report was "some feeling of embarrassment" by witnesses who approach the stand in either the congressional or court proceeding. "Their psychological discomfort is inevitably increased," the report found, when they are made aware that "they are at one and the same time appearing before and being heard by an audience numbering millions. . . ."

"Granted that it [television camera] greatly enhances the public interest in current events, it can also circulate with great speed baseless accusations which may be to the irreparable injury of the persons accused," the report continued.

However, ABA also felt that TV has been defended before committees as "making for better informed citizenry and for more efficient servants," and a vehicle by which the "public conscience may be reached."

These ends are "undoubtedly laudable," the association noted. "When they can be pursued without impinging on the rights of private citizens, no one could object."

Brief excerpts from the report, follow:

On congressional committees—[We are] not prepared to say televising or broadcasting of an unwilling witness is such an infraction of his right to privacy as to be unlawful; yet even when the consent of the witness is invoked there would seem to be an element of unfairness in putting upon him the burden of consent or protest. His very unwillingness to consent might be treated in certain quarters as an unfavorable symptom.

These unfavorable aspects become all the more true where the television or broadcasting is concentrated only on selected witnesses or incidents not calculated or intended to represent the proceedings as a whole.

On court proceedings—To the accused a trial is an ordeal in itself to which he is commanded by society to submit. There is no necessity for imposing the additional hardship of requiring that the accused, at a time of great emotional distress, must submit to a telecast. There is no need that his humiliation be intensified by compulsory submission to a photographic portrayal for publicity purposes.

The requirement of a public trial in criminal prosecutions is for the benefit of the accused. It is intended to insure that he is fairly dealt with and not unjustly condemned. This requirement of a public trial was created and satisfied long before television or broadcasting came into being. Public trials would not be less public in the constitutional sense today if these devices were never granted admission to the courts.

Other developments during the week were:

A coupon printed by the *Detroit News* (WWJ-AM-FM-TV) for readers to fill out and send to their Congressmen urging that the public "has a right to see and hear on television the public hearings" of the Un-American Activities Committee. Additional hearings in Detroit are scheduled by the committee today (Monday). Newspaper declared in its front-page editorial March 2 that "a televised hearing is no more than a projection of the public's business to the public at large" and that effect of the ban "was to deprive the general public of full access to the proceeding."

Rep. George Meader (R-Mich.), who has introduced a resolution to permit committees to allow radio and TV at hearings, urged the House Rules Committee to begin "immediate consideration" of H Res 540. He said the ban had "aroused the press and citizens of Michigan." He was joined by Rep. Paul W. Shafer (R-Mich.) in stressing rules be clarified.

Last radio coverage of a House committee investigation was the King subcommittee probe of tax scandals in San Francisco, it was reported. ABC's KGO there placed five microphones in the hearing room and recorded the entire proceeding. A four-hour uninterrupted broadcast was programmed on the station Feb. 18.

Handling arrangements was Vic Reed, KGO news and special events department. Richard Parks, in charge of engineering, Radio City, San Francisco, directed recording facilities. Equipment was manned by engineer George Shoemaker and newsman-producer Sherman Bazell.

WTTN Files Protest

An individual station protest against the ban was sent Rep. Glenn Davis (R-Wis.) by WTTN Watertown, Wis., 250 w on 1580 kc. Letter urged Congressman Davis to work for the ban's lift, as it "is unnecessary censorship and suppression of news."

Witnesses and their counsel for and against telecasting congressional investigating committees are scheduled to appear on ABC-TV's *On Trial* series tomorrow (Tuesday) and March 18. They are slated to include Rep. Jacob K. Javits (R-N. Y.), author of a resolution (H Res 62) favoring congressional TV, and his counsel, James M. Landis, former Dean of the Harvard Law School, on tomorrow's broadcast. Opposing counsel will be Justice Ferdinand Pecora, formerly of the New York Supreme Court. Next week's witness against video hearings will be Sen. John C. Stennis (D-Miss.), a member of the Armed Services Committee, with the same lawyers maintaining their same stands.

CONCERT conducted by Leopold Stokowski and presenting first performances of works by two American composers will highlight the seventh Columbia U. Festival of Contemporary Music, to be held in New York Saturday and Sunday, April 26-27, and broadcast by CBS Radio.

ATHEIST SCOTT

Asks Penalty for ABC

A PROFESSED atheist asked the FCC last week to penalize American Broadcasting Co. by closing down temporarily its owned and operated stations.

Robert Harold Scott, who precipitated the so-called "Scott decision" by the FCC in 1946, in a formal petition last week alleged that ABC had refused him time to answer what he termed anti-atheistic propaganda in a program called *Blasphemy* presented over KGO San Francisco and the ABC network in November 1951.

The play, he said, depicted the principal character, an avowed atheist, in an unfavorable light. It was "an outright attack upon atheism as a point of view and upon atheists as a class."

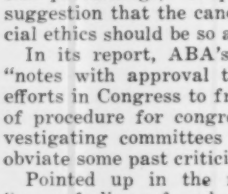
ABC refused him time to answer the alleged controversial issue, he said, on the grounds that the play was entertainment only.

In his petition, Mr. Scott also asked the FCC to force ABC to give him equivalent time to answer what he considers the pro-God message of the play.

The FCC Scott Decision in 1946 held that station licensees must see that all sides of controversial questions are given a fair hearing over the air—repugnant as they may be to themselves or their listeners. However, the Commission said, not every controversy is of general interest and stations must exercise their judgment as to what is of sufficient interest to warrant giving both sides time on the air [B•T July 22, 1946].

CBS Employes to Vote

WITH UNION demands for three weeks vacation with pay for those employed five years or more and double pay on holidays granted, CBS Hollywood's final offer of 15% wage increase will be accepted or rejected by the Office Employes International Union (AFL) tomorrow night (March 11). OEIU is demanding substantial wage increases for 175 CBS office workers in 21 classifications.



Nutrena® IS AN ENTHUSIASTIC KROD USER!

"THE RED BROWN SHOW ON EL PASO'S CBS STATION—REALLY SELLS NUTRENA FEEDS."

That's what E. C. Fuller, Director of Advertising and Sales Promotion for Nutrena Mills, Inc. has to say about KROD, which has been airing this show, with the southwest's leading humorist for Nutrena from 7:15 to 7:30 a.m., Monday, Wednesday and Friday for 3½ years. KROD can sell YOUR product, too.

CBS RADIO NETWORK IN EL PASO

KROD

600 KC 5,000 WATTS

RODERICK BROADCASTING Corp.
DORRANCE D. RODERICK
Chairman of the Board
VAL LAWRENCE
President and Gen. Mgr.

REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

In Wisconsin...
WKTY
IS A
MUST
TO COMPLETE
YOUR COVERAGE!
Ask
Weed and Company
The La Crosse Tribune Station
WKTY SELLS GOODS!
"We certainly feel that our WKTY advertising has been the major factor in helping to build Ross of La Crosse into one of the largest furniture stores in this area."
... from a letter from R. C. Ross, furniture store owner.
LA CROSSE, WIS.
580 kc
1,000 w
plus
ABC
A LEE Radio Station
WKTY ratings are UP 204% in two years!

Kefauver's Policies

(Continued from page 44)

asure, points to the section ich reads:

Subject to physical limitation of hearing room and with con- eration for the physical com- t to the witness, equal accessi- ty for coverage of the hearings ll be provided to the various ans of communication, includ- s newspapers, magazines, radio, wsreel and television. It shall be responsibility of the Committee airman to see that the various nmunication devices and instru- nts do not unduly distract or ghten the witness and interfere h his presentation."

The history of the TV-aspect of Senate Crime Committee hear- s is lengthy. First sign of ob- tion from witnesses came on b. 21, 1951, when James J. Car- l, the St. Louis "betting commis- ner," refused to appear before TV camera. As early as that e, Sen. Kefauver said "Televi- n is a well recognized medium of blic information like radio and wspapers. . . . There is no show- here that it will do any damage your health. You just don't like, parently, to have your picture n while you are testifying."

ater, when the question came again in Washington, the com- tee which had a division among members on it, decided that nesses who objected to telecasts uld be respected. Thus, in varied ms, such as the telecasts in New rk of Frank Costello's hands y and not his face, the committ- attempted to resolve the is- without interfering with the hts of media in bringing the ceedings to the public.

Since that time, Sen. Kefauver repeatedly taken the stand that evision as a "great means of blic communication" should have "same rights granted to movie meras and the ladies and gentle- n of the press or other means communication" as long as the hts "are not obtrusive . . . the t . . . not obnoxious . . . the ysical condition of the witness is going to be injured."

It was Sen. Kefauver's commit- that made it plain that TV could still function even though Kleig lights were eliminated from hearings, since the lights were for the use of newsreel cameras, not TV, which can operate without them.

Sen. Kefauver is noted as an independent, aggressive campaigner. His great feat in the political arena was the defeat of the Crump machine in Tennessee. To break the back of the organization aligned against him, the Senator stumped every back hamlet of the state, a procedure which he is applying nationally in his big gamble for the greatest chip of them all.

TV was a non-entity in Tennessee when Sen. Kefauver met the state machine in a head-on, drag-out fight in 1948. Then, he was Rep. Estes Kefauver, who had served a decade in the House.

But radio was an instrument which Sen. Kefauver used with imagination and typical understanding of how it can shore up a candidate's campaign.

Radio Role Termed 'Key'

He used state-wide radio at times, bolstered with repeated use of individual stations in strategically placed political markets. Sen. Kefauver's organization notes: "Radio was involved in what many politicians consider today to have been the key maneuver of his campaign."

Actually the maneuver was simple, although it took a little daring, which comes rather natural to the man from Tennessee who has dared the wrath of the Democratic Party by challenging the President's choice to head the ticket, should he choose to do so before this summer.

Sen. Kefauver, when in the House, had compiled a record that had some leaky parts to it—or so it seemed to his opposition. To countermand this, the Senator opened up state-wide by radio in a talk, entitled, "Mistakes I Have Made," noting those sins with which his opposition wanted to make whoopee.

This radio campaign, according to the Senator's associates, took the wind from the enemy's sails, "for the simple reason that when opponents mentioned them subsequently, radio listeners remembered that 'EK' had himself told about them.'

The Senator believes there can "never be an adequate substitute for actual face-to-face meetings of candidates and voters." And, he says, "because television comes closest to approximate the personal appearance, it is very effective and for that reason cannot help becoming a most important factor in any political campaign."

Noting also that radio exerts a "tremendous influence on political campaigns," for indeed both media "provide a more intimate degree of communication," Sen. Kefauver, who after all has reason to presume, concludes:

"This is the first Presidential election in which TV will have a really national audience and therefore a really national effect. Every candidate, including myself, is conscious of this and it will be interesting to see just what the result will be."

DEMOCRATIC Candidate Estes Kefauver was elected to the Senate Nov. 2, 1948, following a 10-year service in the House. He was chairman of the Senate Crime Investigating Committee from May 3, 1950 to the summer of 1951. Radio and television covered extensively its hearings held throughout the country. Sen. Kefauver was born in Chattanooga, Tenn., received his AB degree at the U. of Tennessee, his law degree at Yale U. He practiced law in his home city and was a member of the law firm, Kefauver, Duggan & Miller. He served as a commissioner of finance and taxation for the state for four months in 1939 before coming to Congress.

VOA 'COURIER'

Truman Dedicates Ship

PRESIDENT Truman was chief speaker Tuesday at ceremonies dedicating America's first seagoing radio arm and commemorating the 10th anniversary of the Voice of America.

Ceremonies were held at Municipal Pier 4 in southwest Washington, D. C., with Cabinet officers, military and other government authorities and members of Congress inspecting facilities. The event, originally scheduled for Feb. 24, was postponed when the broadcast-equipped Coast Guard vessel, the *Courier*, was detained in New Jersey [B•T, Feb. 25, 18].

Among those dignitaries present were FCC Chairman Paul A. Walker and Sens. Karl Mundt (R-S. D.) and Theodore Green (D-R. I.).

The Chief Executive spoke on importance of the mobile radio station relay in the current U. S. "Campaign of Truth." His address was broadcast by the Voice of America. Secretary of State Dean Acheson also spoke briefly.

Dr. Wilson Compton, new chief of the International Information Administration under which VOA now operates, also attended. Public inspected ship Wednesday.

Over 100 invitations were sent out to government and Congressional dignitaries. The President's message was covered by 37 VOA transmitters in 45 languages to Europe, Latin America and the Far East. Ceremonies got underway at 10:30 a.m.

The *Courier* will leave New York for a shakedown cruise in the Caribbean before beginning operation.

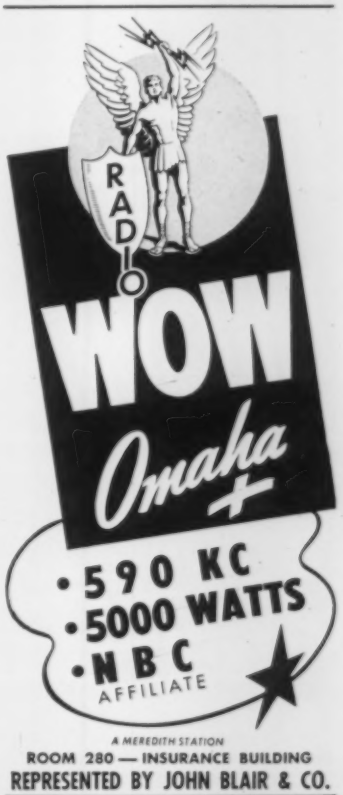
CELANESE SHOW

Rice Rejoins Playrights

ASSERTING he had been "completely satisfied" that blacklists are not used in casting performers on *Celanese Theatre*, Elmer Rice has announced that he has rejoined Television Playwrights Co., dramatists' group formed to provide plays for the television series.

The Pulitzer Prize winner had withdrawn from the group last November, charging he had not been consulted as his contract required about casting his Broadway play, "Counsellor-at-Law," when it was produced on *Celanese Theatre* at that time. He further charged that blacklists were used in casting actors in the series and that performers he suggested for the lead role—played originally by Paul Muni—were rejected on political grounds.

KGW
carries the weight
in the Oregon Market
DAY or NIGHT
TOTAL BMB FAMILIES
From 1949 BMB Survey
DAYTIME
KGW 350,030
Station B . . . 337,330
Station C . . . 295,470
Station D . . . 192,630
NIGHTTIME
KGW 367,370
Station B . . . 350,820
Station C . . . 307,970
Station D . . . 205,440
KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



February 29 Applications . . .

ACCEPTED FOR FILING

TV—Ch. 5

KPIX (TV) San Francisco — CP to change ERP from 29.9 kw vis., 15.4 kw aur., to 5 kw vis., 2.5 kw aur., change trans. location from Mark Hopkins Hotel to Mt. Sutro, Calif. (site of KGO-TV), change trans., ant., etc.

License for CP

WMPA Aberdeen, Miss.—License for CP, as mod., which authorized new AM station.

WPEN-FM Philadelphia—License for CP which authorized changes in FM station.

Modification of CP

WGBF Evansville, Ind.—Mod. CP, as mod., which authorized power increase, change in DA-N, etc., for extension of completion date.

WHWD Hollywood, Fla. — Mod. CP, which authorized new AM station, for approval main studio, trans. and ant. locations.

KGDE Fergus Falls, Minn.—Mod. CP, as mod., which authorized frequency change, power increase, new trans., for extension of completion date.

WHEN (TV) Syracuse, N. Y.—Mod. CP, as mod., which authorized new TV station, to change ERP from 15 kw vis., 7.5 kw aur., to 1.18 kw vis., 0.59 kw aur., change trans. location, change ant., etc. Ant. height above average terrain 928 ft.

Amend Applications

Memphremagog Bcstg. Co., Newport, Va.—CP new AM station, 1490 kc, 250 w, unl., AMENDED to change stockholders.

KGMO-FM Cape Girardeau, Mo.—License for CP, as mod., which authorized new FM station, AMENDED to change name from Cape County Bcstg. Co. to KGMO Radio-Television Inc.

Extend SSA

KWBU Corpus Christi, Tex.—Extension of special service authorization to operate on 1030 kc, 50 kw, from local sunrise Boston to local sunset at Corpus Christi, for period not to exceed 12 months beginning March 15.

Programs to Canada

Mutual Bcstg. System, New York — Authority to transmit programs to CKLW Windsor, Ont., Canada, stations owned and operated by Canadian Bcstg. Corp. and stations licensed by Canadian Minister of Transport.

To Change Antenna

WOW-TV Omaha—CP to change type of ant., etc.

To Change Name

The Metropolis Co., Jacksonville, Fla. —Change name of applicant to The Jacksonville Journal Co.

License Renewal

Following request renewal of licensee:

WSGN Birmingham, Ala.; WRLD Lanett, Ala.; KTAR Phoenix, Ariz.; KYUM Yuma, Ariz.; KFSD San Diego; WPDQ Jacksonville, Fla.; WTOC Savannah, Ga.; WIND Chicago; WGRC Louisville; KALB Alexandria; WLBZ Bangor, Me.; WTAG Worcester, Mass.; WVMI Biloxi, Miss.; KSD St. Louis; KGHL Billings, Mont.; WROW Albany, N. Y.; WMCA New York; WTNC Thomasville, N. C.; WGTM Wilson, N. C.; KFYR Bismarck, N. D.; WHKC Columbus, Ohio; WMC Memphis, Tenn.; WHBB Selma, Ark., and WEQR (FM) Goldsboro, N. C.

TENDERED FOR FILING

AM—1010 kc

KPOO San Francisco—Mod. CP to increase power from 1 kw to 10 kw, install DA, change trans. and studio locations from San Francisco to Richmond, Calif.

APPLICATIONS DISMISSED

NBC, Stratford, Conn.—DISMISSED, at request of applicant, application for new experimental TV station.

March 3 Decisions . . .

By COMMISSION EN BANC

Denied Petition

WJLD Bessemer, Ala.—Denied petition requesting reconsideration of assignment of call letters WILD to Pilot Bcstg. Corp., Birmingham, Ala., in lieu of call letters WTNB.

Allocations Supplement

BROADCASTING • TELECASTING will publish in complete text the *FINAL TELEVISION ALLOCATIONS REPORT*. Subscribers will receive the supplement without charge. Extra copies will be available, as long as the supply lasts, at $3 each.

Marine Corps Citation

WJNC Jacksonville, N. C., has been awarded a Marine Corps Certificate of Appreciation for consistently giving "first priority to the interest of Camp Lejeune, N. C., in scheduling its broadcasts, since it went on the air more than six years ago." Lester L. Gould, president, Onslow Broadcasting Co., licensee of WJNC, accepted award in behalf of station staff.

FOR FINEST TAPE RECORDING

KXLK

Great Falls, Mont.

USES

Magnecorder

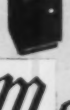
—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.



CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

FCC actions

FEBRUARY 29 THROUGH MARCH 6

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications. *(See page 91.)*

Extend SSA

KOB Albuquerque, N. M.—Granted application for an extension of special service authorization to operate KOB on 770 kc with 25 kw-N, 50 kw-LS, 50 kw, unl., for six months beginning March 1; this grant to be without prejudice to any action Commission might take during this period to comply with the decision of U. S. Court of Appeals for District of Columbia Circuit.

BY THE SECRETARY

Granted License

KSRV Ontario, Ore.—Granted license covering facilities change and installation of DA-N; 1380 kc, 1 kw, unl.

To Change Name

WGMS-AM-FM Washington—Granted mod. license of WGMS and mod. CP of WGMS-FM to change name to The Good Music Station Inc.

To Change Location

WARL Arlington, Va.—Granted CP to change trans. location, change main studio location, make changes in ant. system to include FM ant. and change type trans.

Programs to Canada

Mutual Bcstg. System, New York — Granted authority to transmit programs to CKLW Windsor, Ont., Canada, stations owned and operated by Canadian Bcstg. Corp. and stations licensed by Canadian Minister of Transport for period ending February 28, 1953.

To Increase Power

WUNC (FM) Chapel Hill, N. C.—Granted mod. CP to change operating power of noncommercial educational FM station from 250 w to 1 kw and change type trans.

Extended Completion Dates

KALE Richland, Wash. — Granted mod. CP for extension of completion date to 5-1-52 (cond.).

WATV Newark, N. J.—Granted mod. of CP for extension of completion date to 10-9-52.

WABD (TV) New York, N. Y.—Granted mod. CP for extension of completion date to 9-13-52 (cond.)

KCNI Broken Bow, Neb. — Granted mod. CP to change type of trans. and for extension of commencement and completion dates to 2 mo. and 8 mo. from date of grant.

Following were granted mod. CP for extension of completion dates as shown: WWOC Manitowoc, Wis., to 6-1-52; KABI Ketchikan, Alaska, to 1-9-53; WSPE Springville, N. Y., to 3-9-53; WCEN Mt. Pleasant, Mich., to 4-9-53 (cond.); WEEK Peoria, Ill., to 6-1-52 (cond.); WINZ Hollywood-Miami, Fla., to 5-1-52 (cond.); WSBA York, Pa., to 5-11-52 (cond.).

March 4 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Paul A. Walker

KTXC Big Springs, Tex. — Granted petition for extension of time from Feb. 28 to March 10 in which to file proposed findings of fact re its application for renewal of license and modification of CP of KFST Fort Stockton, Tex.

By Comr. Rosel H. Hyde

WQAN Scranton, Pa.—Granted petition for extension of time to March 17 to file reply to exceptions of the FCC Bcst. Bureau, to revised initial decision of Hearing Examiner Hugh B. Hutchison.

By Hearing Examiner Fanney N. Litt

Radio Corp. of Toledo, Toledo, Ohio —Granted petition for extension of time from March 3 to March 10 to file proposed findings of fact and conclusions of law.

By Hearing Examiner Elizabeth C. Smith

WSAM Saginaw, Mich.—Granted informal request for extension to March 10 in which counsel in proceeding re application of Frank D. Tefft Jr., Big Rapids, Mich., may advise hearing examiner as to whether cross-examination and further hearing will be required.

By Hearing Examiner James D. Cunningham

KURV Edinburg, Tex.—Granted petitions for leave to take depositions and for admission of Rogers Kelley to practice before Commission pro hac vice in proceeding re its application.

March 4 Applications . . .

ACCEPTED FOR FILING

AM—1010 kc

KPOO San Francisco—Mod. CP, as mod., which authorized new AM station, to increase D power from 1 kw to 10 kw, change trans. and studio locations from San Francisco to Richmond, Calif., install DA, etc.

AM—1150 kc

KSJV Sanger, Calif.—CP to change frequency from 900 kc to 1150 kc, change hours from D to unl., install DA-N, etc., using 1 kw-N.

AM—960 kc

KOVO Provo, Utah—CP to increase D power from 1 kw to 5 kw.

License for CP

WTQC-FM Savannah, Ga. — License for CP, as mod., which authorized new FM station.

Modification of CP

WVOW-AM-FM Logan, W. Va.—Mod. CP, as mod., which authorized new AM station, for extension of completion date.

WWVA-FM Wheeling, W. Va.—Mod. CP, as mod., which authorized new FM

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

DAVID & BARBEAU
TELEVISION PROJECT CONSULTANTS
STATION PLANNING and OVER-ALL GUIDANCE
P. O. BOX 996 SCHENECTADY, NEW YORK

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GILLETT & BERGQUIST
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
OND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6188

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
7 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
11 G St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1833 M St., N. W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3352
Member AFCCE

Member AFCCE

ion, for extension of completion

License Renewal

llowing stations request renewal of nse:

AGF Dothan, Ala.; WIRB Enter-e, Ala.; WELR Roanoke, Ala.; AC Los Angeles; WMAL Washing- KWAL Wallace, Ida.; KSAC Man-an, Kan.; WKYB Paducah, Ky.; LK Versailles, Ky.; WMUR Man-ter, N. H.; WHYN Holyoke, Mass.; GM Albuquerque, N. M.; WWNC eville, N. C.; WETB Johnson City, .; KLEE Houston, Tex.; KWIE newick, Wash.; WCHS Charleston, Va., and KANW (FM) Albuquerque, .

APPLICATIONS RETURNED

CHO Washington Court House, Ohio
ETURNED application for license for CP, as mod., which authorized new AM station.

Mountain Home Bcstg. Co., Mountain Home, Ark.—RETURNED application for CP new AM station on 1490 kc, 250 w, unl.

APPLICATION DISMISSED

WETO Gadsden, Ala. — DISMISSED application for CP to change hours from D to unl. with 1 kw-LS, 100 w-N.

March 5 Decisions . . .

By COMMISSION EN BANC

Designated for Hearing

KTOK Oklahoma City, Okla., and WEEK, et al., Peoria, Ill.—Designated for hearing in consolidated proceeding at Washington on April 30 application for consent to assignment of license of KTOW from O. L. Taylor to West Central Bcstg. Co.; application for assignment of license and CP of WEEK from West Central Bcstg. Co. to O. L. Taylor and application to assign license and CP of WEEK from O. L. Taylor to Radio Station WEEK Inc.

Dismissed Petition

KSLM, KOCO and KGAE Salem, Ore.—Dismissed joint petition of KSLM and KOCO to designate for hearing application of W. Gordon Allen, John B. Truhan and Justin H. Clark, for mod. CP to specify trans. site and ant. system, as provided in their original grant of Sept. 19, 1951, for new station (KGAE) at Salem Ore., on 1430 kc, 1 kw D. However, Commission by separate order designated for hearing before mentioned application of KGAE at time and place to be specified later.

Extended SEA

WEAU-FM Eau Claire, Wis.—Granted extension of special experimental authority to operate FM station by remote control from WEAU's AM trans. for period ending Sept. 1, 1952, with same conditions as those of original grant.

(Continued on page 91)

CLASSIFIED ADVERTISEMENTS

• Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Wanted: Complete staff for new 500 watter. Box 101, Manitowoc, Wisconsin.

Managerial

Top time salesman. Opportunity for real result producing, fairly experienced. Average earnings here now better than $200 weekly. Prosperous central Kentucky market. Only reliable man with proven record considered. Box 449M, BROADCASTING • TELECASTING.

General manager and some selling. Experienced. Contact Robert F. Wolfe, WFRO, Fremont, Ohio.

Salesman

Advertising salesman — Small established North Carolina network station needs experienced salesman with small market knowhow. Must have car. Excellent opportunity for man who can really sell and keep accounts sold. Write full information concerning experience and salary requirements to Box 433M, BROADCASTING • TELECASTING.

TV-AM time salesman: Medium size, mid-western market. Compensation, both radio and television, commission basis. Prefer young man with good education, reasonable sales experience. Box 434M, BROADCASTING • TELECASTING.

Enjoy selling? Then live gloriously, friendly community, single station market, salary, commission, hunting, fishing. Air mail details KPRK, Livingston, Montana.

Eager beaver service and salesman. Right man will be sales manager in 60 days. Good market, good salary plus commission. WDAD, Indiana, Penna.

You can get a running start in a guaranteed market selling for a newspaper owned independent that provides you with a thousand sales pitches. You'll like WUSJ, Lockport, N. Y.

Announcers

Good all-round staff announcer. Someone with ability and ambition. Opportunity to advance. Send disc and particulars first letter. Northern New England network affiliate. Box 387M, BROADCASTING • TELECASTING.

Key job for better than average experienced announcer with first class ticket. Pleasant small city upper midwest. Long established net affiliate. Low turnover. $75.00 and raises. Send audition and facts Box 183M, BROADCASTING • TELECASTING.

Wanted, experienced announce-engineer for progressive southeastern city. Announcing ability-permanency most important. $70.00 per week and talent shows. Send photograph and disc first reply. Box 296M, BROADCASTING • TELECASTING.

Combination announcer/engineer licensed. Michigan fulltime. $60 week. Box 308M, BROADCASTING • TELECASTING.

Combination man. Strong on announcing. Send disc and full particulars first letter. Advancement opportunities. Southern Maine network affiliate. Box 388M, BROADCASTING • TELECASTING.

Need solid staff man. Sports desired but not absolute. Reliability paramount. Send disc or tape and references. Starting $225, 40 hour per week, advancement. Network station. Box 396M, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Experienced announcer by Rocky Mountain area. Network station. Send full particulars, audition record and salary requirement first letter. Box 399M, BROADCASTING • TELECASTING.

Wanted: Experienced news and special events man by an outstanding upper midwest independent. Must be good announcer and have program ideas. Top wages to qualified man. Send full information and photo. Box 409M, BROADCASTING • TELECASTING.

Good staff voice needed by 5 kw southern clear. Large metropolitan center in excellent climate. Base plus talent opportunities. Also needed is a gal who can double as receptionist-copy. Possibility of woman's show, TV plans. Box 424M, BROADCASTING • TELECASTING.

Sports announcer, with experience in doing all types of sports, on large Pacific Coast 5000 watt independent station. Guaranteed salary, plus good commission for all sporting events. Fine opportunity for permanent position with long established station. Send all details plus salary expectation immediately. Box 432M, BROADCASTING • TELECASTING.

Kilowatt daytime independent in the Chicago area needs experienced commercial announcer for regular 40 hour shift. Must be able to read good news and commercial copy. Station has national reputation for promotion, employs larger than average staff and wants only professional radio people. We will call you if your application is complete and you have a tape or disc ready to ship or can come for audition. Our offer will be based on your present earnings. Box 445M, BROADCASTING • TELECASTING.

Newshawk—a man who knows value of local news, knows how to get it and how to read it on the air. For progressive southeastern Michigan independent. Box 484M, BROADCASTING • TELECASTING.

Immediate opening for experienced staff announcer. Send disc and references. WBCK, Battle Creek, Michigan.

Staff announcer experienced, strong on news and sports, good salary, talent. Send audition and photo with application to Station WFDF, Flint, Michigan.

Announcer with console board experience. Part time sales if desired. Regional ABC and newspaper affiliate. WKTY, LaCrosse, Wis.

Combination announcer-engineer wanted by 1000 watt NBC affiliate located in heart of Florida Citrus Belt. Must be experienced in announcing and hold first class license. William P. Lee, Radio Station WLAK, Lakeland, Florida.

Here is an opportunity for a capable combination announcer-operator with emphasis on announcing, or an announcer-salesman, who is now doing a good job in radio but would like to enter or complete his college work and at the same time earn more than enough to pay his way. Radio Station WOMI has an opening for a night announcer and will give preference to one with a first class operators' license, or who can do sales work in addition to announcing. Kentucky Wesleyan, an old established four-year college, is moving its campus directly across from WOMI. If you are interested in this opportunity or can qualify and do not want to attend college, write Hugh Potter, WOMI, Owensboro, Kentucky, giving full background information, references and send picture and audition tape or disc.

Help Wanted (Cont'd)

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Immediate opportunity for first phone engineer. An NBC-ABC affiliate in Michigan, 40-hour, 5-day week, with salary advances every six months, by contract. Send background and reference information first letter. Box 317M BROADCASTING • TELECASTING.

5 kw NBC affiliate needs capable young man to operate studio controls while studying for license. Box 420M, BROADCASTING • TELECASTING.

Immediate opening for three engineers. Experience desired but not necessary. Box 469M, BROADCASTING • TELECASTING.

First phone engineer, central Penna. network affiliate. Combined studio transmitter operation, remote, tape and disc recordings. Start fifty-five for forty and get periodic raises. Box 483M, BROADCASTING • TELECASTING.

Licensed engineers—With and without experience. See Lobdell Associates ad page 90.

Wanted, operator with first class license, experience unnecessary, KALT, Atlanta, Texas.

Combo: First class engineer-announcer wanted for combination job at KCOW, Alliance, Nebraska. Salary depends on experience and ability. Send audition.

Need radio transmitter operator with first class license. Permanent position. KFRO, Longview, Texas.

California kilowatt in metropolitan market accepting applications from topnotch combo men with first phone. Announcing ability prime consideration. Send personal information, photo and audition to KGMS, Sacramento.

Transmitter engineer at KOPR, Butte, Montana. Car necessary. Contact Ed Cooney.

50,000 watt RCA transmitter engineer needed for operation and maintenance. KRVN, Lexington, Nebraska.

Wanted — Transmitter engineer first phone, progressive wage increases. 5000 watt midwest network affiliate. KTRI, Sioux City, Iowa.

Need transmitter operator, 1st phone. Experience not necessary. Best working conditions, good pay. WCNB, Connersville, Ind.

Progressive station in friendly community has openings in engineering, announcing, and copy departments. Send full information first letter. WDEC, Americus, Georgia.

First class engineer-operator needed immediately for fulltime station. WFAH, Alliance, Ohio.

Wanted immediately, transmitter operator with first class phone license. Write or phone Roland Fowler, Radio Station WGAT, Utica, N. Y.

Engineer or announcer-engineer immediate opening. WGCD, Chester, S. C.

Immediate opening for engineer with first class license. WGNI, Wilmington, N. C.

Wanted, combination engineer-announcer CBS affiliate. WGWC, Selma, Alabama, experience not necessary.

Help Wanted (Cont'd)

Engineers—First and second phone, terested in relocating or in beg commercial careers in broadca See Lobdell Associates ad page 9

Have immediate opening for first operator, studio and transmitter Experience not necessary. Write Olean, New York, for further in tion.

Engineer, first class. Permanent ployment where you will enjoy and working. All new equi Good salary. Write for details dio Station WJER, Box 471, Ohio.

Wanted: Opening for first class op at WJMS, Ironwood, Michigan, salary desired.

Experienced engineer with announ ability. $75.00 weekly to start for man. Job open now. Forward details to Lester L. Gould, W Jacksonville, N. C.

First class operator: No experi necessary. Salary $240.00 per opportunity to make up to $150.00 tra per month servicing TV and sets during and after hours. No nouncing or remotes. Immediate ing. Contact WKBI, St. Marys, P

First class engineer-announcer wa immediately in Muscle Shoals Wonderful opportunities for advan ment. Reply Chief Engineer, WL Florence, Alabama.

First class engineer. No experi required. ABC network station. W Saranac Lake, New York.

Engineer, 1st phone, experience ne essary, permanent, $50.00 forty h overtime, car required. WPAG, A Arbor, Michigan.

Washington, D. C. area. Need tra mitter engineer, first phone and c Experience preferred. WPIK, Alex dria, Virginia.

First class engineer-announcer, sm town. WPKY, Princeton, Kentucky.

Immediate opening for first ph operator. Permanent, pleasant combination work. Western N York's newest and most modern pla WUSJ, Lockport, N. Y.

Engineer or announcer-engineer, im mediate opening, WVOS, Liberty, N.

Wanted immediately, licensed en neer-announcer. WWNS, Statesbo Georgia.

Engineers—Positions open now for st tions throughout the nation. S Lobdell Associates ad page 90.

Production-Programming, Othe

Creative, experienced idea man sales promotion and merchandis job, central Michigan network statio Fine opportunity. Give experien salary required, references, photo letter. Box 425M, BROADCASTING TELECASTING.

Experienced writer for midwest ra TV station's copy department. AF minimum $3700 first year; $4300 sec year. Three weeks vacation. B 428M, BROADCASTING • TELECAS ING.

Girl copywriter. Experience pref ably. Daytime independent. Se photo and samples and salary expect Box 444M, BROADCASTING • TEL CASTING.

Wanted by 22 year old, ABC affili station continuity director—man woman with wide experience, know edge of sales and promotion. Se photo and complete background Charles Price, KMLB, Monroe, Lou ana.

Television

Technical

TV station has opening for technici operator. Knowledge TV fundamen essential. Experience not necessa Write Box 334M, BROADCASTING TELECASTING, enclosing photo, st minimum salary requirement.

Situations Wanted

Managerial

mmercial manager must sacrifice od job because climate adversely ects health of his family. Doctor ommends return to southern loca- n. 15 year's experience in adminis- tion, sales, programming. Box 221M, OADCASTING ● TELECASTING.

neral manager, available, 18 years perience, sober family man, top rec- , will invest. Box 440M, BROAD- STING ● TELECASTING.

rking manager twelve years experi- ce wants job in city under 50,000. fer new or run-down station. Show ofit in six months or resign. Expect be paid for ability and results. Will vel for interview. Don't answer if ckholders interfere with manage- nt. Box 473M, BROADCASTING ● LECASTING.

Salesmen

nouncer-salesman, four years ex- rience. Details by return mail. Box M, BROADCASTING ● TELECAST- G.

ention Oklahoma, Texas, New xico, salesman-announcer. Pres- ly employed. 7 years experience, married, 2 children. Veteran. Write yne Griffin. Box 952, Enid, Okla- ma.

Announcers

rtscaster, play-by-play. All sports ars experience. Also newscasting special events. Married, family, ft exempt. Employed sports direc- east. Air checks hockey, basket- . Salary plus talent. Box 313M, OADCASTING ● TELECASTING.

eball wanted. Sports station only. e years top play-by-play all sports, phases. Box 336M, BROADCAST- ● TELECASTING.

with originality and sell available ril. Wakeup, late night. Experi- ed all phases air work, promotion, duction, programming indie, net. e 30, best references. Box 345M, OADCASTING ● TELECASTING.

nouncer, experienced in all staff rk on indie and net stations. Look- for opening on a permanent basis h northeastern station. Veteran, 25, presently employed in southeast. available. Not a floater. Box M, BROADCASTING ● TELECAST- G.

ure top commercial announcer, 5 rs versatile experience. . Superior ce, technique. Competent all phases. ers? Box 393M, BROADCASTING ● LECASTING.

nouncer. Concentrated and varied erience. Now employed. Box 398M, OADCASTING ● TELECASTING.

available, highly competent sports, -by-play, news, disc. Twenty nt, college, managerial, sports di- tor experience. Major league cali- . Need opportunity to prove it. 423M, BROADCASTING ● TELE- STING.

! New England states? New York? s former Marine had the whole ific Theatre for his late evening sic and news. Back to institution ucational) for BS degree in speech, matic arts. Wrote, produced, di- ted audio aid now used at univer- . 26, single. Strong on newscast- commercials, writing (published), ting, work. Available for interview photo and disc on request. Box M, BROADCASTING ● TELECAST- G.

announcer proven success, 5 years erience, news, audience, dramatics, rations, presently employed, de- s greater opportunity, 28, married, onsible and conscientious. Box M, BROADCASTING ● TELECAST- .

nbo, experienced, 4 years same sta- , available immediately, south pre- ed. Box 436M, BROADCASTING ● LECASTING.

nbo man, 1 year experience, would position in Michigan. 25, vet, de- ed, experience in play-by-play in eball and football. Available May Box 439M, BROADCASTING ● LECASTING.

nation eastern stations. Announcer three years experience in news-, sports and disc jockey programs. y be the one you are looking for. ire. Box 441M, BROADCASTING ELECASTING.

Situations Wanted (Cont'd.)

Experienced announcer with highly diversified abilities, college educated, 23, draft exempt, family, successful radio/literary background, AM/TV caliber, references. Minimum $5000 annually. Prefer southeast; consider all offers. Box 448M, BROADCASTING ● TELECASTING.

Experienced announcer, 29 years old, member Alcoholics Anonymous. Box 451M, BROADCASTING ● TELECASTING.

Experienced sportscaster, announcer, MC and salesman. 3 years play-by-play, network. Family man, 27 years. Consider good position anywhere. Photo and air checks. Box 453M, BROADCASTING ● TELECASTING.

Announcer, 3 years radio, 6 months television, large metropolitan markets, desires newscasting position either medium. Prefer northeast. 25, college graduate, family. Disc photo on request. Box 455M, BROADCASTING ● TELECASTING.

Announcer-engineer: Experienced, good disc show and newsman. Play-by-play baseball. Worth $100.00 per week. Employed. Box 457M, BROADCASTING ● TELECASTING.

Announcer; first-class license. Draft exempt veteran. Graduate leading radio school. Over two years experience. Proven versatility. Informal style. Conscientious. Top references. Emphasis on announcing. Box 465M, BROADCASTING ● TELECASTING.

Announcer: Over one year experience, all phases, remotes, news, disc shows. Sport color, 26 years old. Available immediately. Phone call will clinch the deal. Prefer night turn. Tape available, if wanted. Box 466M, BROADCASTING ● TELECASTING.

Newscaster seeks station pay living wage for 3 solid years news gathering, writing, editing. Supply incentive newsman become fixture. Working NYC. Box 467M, BROADCASTING.

Sports announcer—salesman. Can be available in time for baseball season. Box 475M, BROADCASTING ● TELECASTING.

Stop complaining about business! Do something about it! My comic disc show has enjoyed 8 successful years. Have first class ticket, can run own controls. Married, exempt, employed. Contact me if you are ready to present a brightly different local show in any time slot. Show will acquire a large following. Box 477M, BROADCASTING ● TELECASTING.

Sportscaster, baseball, football. Boxing a speciality. 2 years experience. Single. Box 478M, BROADCASTING ● TELECASTING.

Recent SRT graduate desires staff position. Midwest preferred. Box 479M, BROADCASTING ● TELECASTING.

Announcer, experienced all phases. Copywriter, board operator. Sports, deejay, news. Prefer east. Married, veteran. Box 480M, BROADCASTING ● TELECASTING.

Experience, six years all phases announcing, pop and hillbilly jockey, action baseball. Box 481M, BROADCASTING ● TELECASTING.

Versatile combination announcer-engineer available for west coast stations. 10 years experience. Box 482M, BROADCASTING ● TELECASTING.

College graduate, 23, two years experience, desires permanent position as newscaster or staff announcer in east, midwest, or New England. Norman Morris, 5829 Woodbine Avenue, Phila., Pa.

All-round announcer-newscaster. New York station experience, available now, prefer west, midwest. R. Porterfield, 11100 West Colfax, Denver, Colorado.

Technical

Chief engineer seeks position with employer who expects top performance and willing to pay for same. 17 years experience. Best references. Box 228M, BROADCASTING ● TELECASTING.

Chief engineer, 20 years experience, 7 as chief, construction of three stations 1 to 50 kw, six years experience in directionals, prefer west half of U. S. Box 422M, BROADCASTING ● TELECASTING.

Chief engineer, twenty years experience including construction three new stations. References, family. Box 430M, BROADCASTING ● TELECASTING.

Situations Wanted (Cont'd.)

First phone experienced AM, FM, and TV. Now employed TV. Southeast only. Box 435M, BROADCASTING ● TELECASTING.

Studio engineer, young veteran, married, one year experience. New York area only. Box 459M, BROADCASTING ● TELECASTING.

Engineer, announcer, experienced. Desires location radius 100 miles New York City. Box 462M, BROADCASTING ● TELECASTING.

Production-Programming, Others

PD with proven record available April. Experienced major markets all phases indie, net. Wake-up, late night air work. Box 346M, BROADCASTING ● TELECASTING.

Attention, west, northwest. Experienced staff man, continuity and news director, PD, sales, promotion. Proven air record, administrative, executive ability. Want good permanent connection with incentive. Currently news director top 1 kw midwest independent. 35, married, commercial minded. Prompt reply all queries. Box 361M, BROADCASTING ● TELECASTING.

Program director-announcer, 6 years background, strong on record shows, news, MC work, programming and sports color. Desire position with TV possibilities and opportunity of advancing. Disc and photo upon request. Box 443M, BROADCASTING ● TELECASTING.

Attractive woman commentator, editor, copy and continuity writer, 15 years experience radio-TV Chicago, New York, Los Angeles, desires like position anywhere. Details on request. Box 446M, BROADCASTING ● TELECASTING.

Program director-chief announcer available immediately in east. 8 years radio experience. Built 37% Hooper on new station in 2 years. Capable all type air work including console and recorders. Contact Harold Hennig, 126 S. Cherry St., Poughkeepsie, N. Y. Phone 5772.

Television

Managerial

Applicants: 3 years television; all phases; interested management-program director. Box 364M, BROADCASTING ● TELECASTING.

Production-Programming, Others

Sparkplug for your TV station or agency, present or post freeze?? I am just your man. 28 years, married, veteran, willing to go anywhere, anytime. Graduate TV workshop productions Washington, D. C. Theory and experience in directing, flooring, script writing and continuity. Loads of ambition and good ideas. How about it. Box 456M, BROADCASTING ● TELECASTING.

Situations Wanted (Cont'd.)

AM and AM-TV stations: Intelligence, taste and sincerity supplement a background of announcing, writing script and copy, news, sports, music, programming and stage. Any capacity offering responsibility and future considered. Box 460M, BROADCASTING ● TELECASTING.

For Sale

Stations

250 watt. Western station. Fine earnings. Needs good management. $18,000 cash. Box 421M, BROADCASTING ● TELECASTING.

Michigan radio station in excellent large city now earning at rate of $60,000 per year. Attractive proposition on terms. Also 1000 W in midwest metropolitan market. Highly profitable. Good price and terms. Harvey Malott Company, 237 Madison Avenue, New York City, New York.

Independent, 1 kilowatt, fulltime radio station, well established in Illinois, second largest market. Must be sold at early date to meet demands of creditors. For further information contact William H. Young, Receiver in Bankruptcy, 1225 Jefferson Building, Peoria, Illinois, phone 3-3807.

Equipment, etc.

For sale: One RCA 50 kw transmitter type 5A-50 B. Has been modified to keep pace with the rigid requirements of the FCC in the present day broadcasting standards. Is still operating 20 hours per day. If in need of well maintained, high power radio transmitter, this is your chance to get a bargain. Your inspection solicited. Box 347M, BROADCASTING ● TELECASTING.

For sale: 1 studio consolette type RCA 76-B4. Been in use since Dec. 1949. Almost like new. If interested make us a price in the form of a bid letter. Highest bidder will receive. Box 386M, BROADCASTING ● TELECASTING.

General Radio 916-A R.F. bridge. Used to set up one directional antenna system only. Like new. $300. Box 431M, BROADCASTING ● TELECASTING.

New sparkle for your DJ show with special daily material. Complete set: $5. Box 454M, BROADCASTING ● TELECASTING.

Gates 250 watt transmitter, new 1949. KCNI, Broken Bow, Nebraska.

R. G. modulation monitor as is $75.00. 2 W.E. pickup hook arms and filters, good shape; make offer. WGCM, Gulfport, Miss.

For Sale: Composite 206 feet triangular uniform cross-section guyed tower with guys and lighting conduit. Similar to Wincharger type 300. Contact WORD, Spartanburg, South Carolina.

(Continued on page 90)

WANTED "Shirt-Sleeve" SALESMANAGER

Regional network stations serving important Western market needs man familiar with all phases of commercial Radio selling. Should have outstanding record as creative salesman and unquestioned ability to handle men. His past record should prove he has earned $10,000 or better and capable of earning considerably more. Man we want is now salesmanager, assistant SM, or even a stymied No. 1 Staff man on a top-flight "Independent." We won't overlook a capable man who has learned the hard way on a network station.

Our billing is No. 1 in a 4-Station market, with no TV trouble in sight for at least two years. We offer no fancy promises for the future, but a good solid man can earn a substantial place for himself in a company whose ownership is well organized and ably financed for Television.

We are not interested in the minimum salary you will accept, but we do want you to tell us frankly, what you think you can earn as Salesmanager of a good Radio Station in one of the fastest growing US Markets. (Retail Sales nudging the 300 Million mark)

Looking forward to a personal interview, we would like to learn of your business history, a personal background resume, and any references or pertinent information you care to give. All correspondence will be confidential. Please wire or write to

Box 485M, BROADCASTING ● TELECASTING.

XUM

Wanted to Buy

Equipment, etc.

Wanted: 1 kw AM transmitter. Antenna tuning unit, flasher and photoelectric control. Box 805L, BROADCASTING • TELECASTING.

Wanted: 5 KW AM transmitter. Also: 1 kw and 10 kw short wave transmitters Description. price please. Box 57M, BROADCASTING • TELECASTING.

RCA turntable model 70-C or 70-D. Please state price and type pickup and filter. Box 461M, BROADCASTING • TELECASTING.

Wanted, complete 1 kw equipment. Need everything from mikes to tower. What have you? Address Box 468M, BROADCASTING • TELECASTING.

Wanted—Approximately 700 feet 1⅝" transmission line. 52 ohm. Communications Products type 505 preferred. State age, condition and price. Glen Klein, KAUS, Austin, Minnesota.

Progar amplifier (Langevin), state price, condition and number months used. KFEL, Albany Hotel, Denver.

Miscellaneous

5000 watt station taking on mail order business and contracts. All interested parties and agencies please send copy and samples and contracts to Box 450M, BROADCASTING • TELECASTING. All inquiries answered.

Help Wanted

Announcers

NBC AFFILIATE

Has an opening for an exceptional personality announcer for radio and, eventually, TV. We want a morning man who is an intelligent, likeable person of varied talents and sound judgement. The announcer for this position is a man with creative ability who can entertain, handle commercial copy deftly, and present newscasts with authority. This is an important position that pays well to start and will pay more when increases are merited. Send background, references, photo, and disc or tape recording to

VERNON A. NOLTE, MGR.
WHIZ
ZANESVILLE, OHIO

Situations Wanted

Managerial

SALES PROMOTION MAN

. . . widely recognized for his particularly successful grass roots approach to national and local sales problems . . . wishes to contact radio station owner, agency head, or national advertiser. Interested in position of station manager, merchandising man, radio station sales manager, or any assignment requiring sales increases in limited time or on equally limited budget. Write Box 429M, BROADCASTING • TELECASTING.

WE HATE TO LOSE HIM . . .

but this young man has decided to return to radio after nearly a year as AE in our advertising agency in the Deep South. He is 35—aggressive, personable and capable. He really doesn't need my recommendation as he is thoroughly experienced, with the necessary know-how to spark a prolific number of saleable ideas and had proven himself in radio sales and management prior to joining us! Location in the South or Southwest preferred. He's interested in a job as manager or sales manager—sales if the situation presents a real opportunity—and a personal interview would be necessary.

Replies will be received by his present employer and will be treated confidentially if requested on the envelope. Box 447M, BROADCASTING • TELECASTING.

»»»»»»»»» AVAILABLE «««««««««

Having sold his interest, vice president and general manager of network affiliate seeks interest in radio or television. Twenty five years experience in administration, sales and talent on major networks, stations and markets. Finest references. Salary and opportunity to earn commensurate with ability. Box 458M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

YOUNG EXECUTIVE LOOKING UP!

- **education from books!**
- **experience from years!**
- **KNOWMANSHIP from EFFORTS!**

My aim is a creative administrative job with TV, Agency, Radio, or Film Studio in Chicago preferably.

Shell-hardened and tempered from 11-years of live studio and front office service in local, network, syndication broadcasting and motion pictures.

Have been announcer-public speaker, writer-director, producer-account man. Now employed—available by arrangement. Details on request—Minimum $10,000 year.

Write Box 470M,
BROADCASTING • TELECASTING

Salesman

SALESMAN—SALES EXECUTIVE

HEADED FOR SOUTHERN CALIFORNIA
Well known sales producer disposing of radio-TV ad agency in midwest and headed for a climate better suited to my son's health. Ex-head of N. Y. rep office with top contacts among hundreds of agencies and station operators. Provable, outstanding record as sales manager for 50 KW Eastern Independent and CBS outlet in midwest. My 16 years of broadcasting know-how at the disposal of RADIO or TV STATION or TV FILM PRODUCER.
Box 472M, BROADCASTING • TELECASTING

Television

Managerial

TELEVISION
Former Technical Supervisor/Director fifteen years major network, over twenty years radio TV experience. Presently Asst. to VP and Head Contract Administration Dept. leading electronic manufacturer. Desire permanent affiliation TV broadcasting where demonstrated administrative ability required. Box 438M, BROADCASTING • TELECASTING.

Wanted to Buy

Equipment, etc.

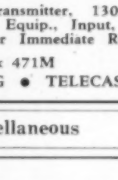
CASH FOR ALL OR ANY PART

1 kw AM transmitter, 130 ft. Towers, Studio Equip., Input, Etc. Rush details for Immediate Reply;

Box 471M
BROADCASTING • TELECASTING

Miscellaneous

Carol Ann . . .



. . . *and* Her Daddy

Invite Sponsorship

OF THEIR SHOW ON RADIO

- **NEW TYPE VARIETY**
- **TALENTS FOR**
- **LOCAL RADIO STATION**
- **BOX 442M, BROADCASTING • TELECASTING**

Miscellaneous (Cont'd)

TV APPLICANTS

Substantial financing can be arranged for new VHF and UHF stations in markets ranging from 50,000 to 250,000. Write full details for letter.

Box 464M,
BROADCASTING • TELECASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultant
728 Bond Bldg., Washington 5, D. C.

2
of every
3
PERSONNEL ORDERS
are for
ENGINEERS
(First and Second Phone)
Write for Placement Forms

Edward C. Lobdell Associates
17 East 48th St., New York 17, N.Y.

ANNUAL REPORT

Stromberg-Carlson Issue

NET EARNINGS for all divisions including broadcasting (WHAM-AM-TV Rochester), of Stromberg-Carlson Co. were reported by President R. C. Tait last week as totalling $685,777 for 1951.

Broadcasting, sound equipment and telephone divisions of the company, founded in 1894, had the best year in their history, he added. "The television market is somewhat improved at present," Mr. Tait said, "and the lifting of the freeze on new stations—both VHF and UHF—plus the political conventions this summer and national elections next fall, should stimulate demand for television receivers."

Defense contracts continue to go under way in all Stromberg-Carlson divisions, it was added, and will account for an estimated 40% of 1952 billings, to be increased 50% the following year. Defense and civilian production "should make total sales volume in 1953 the largest in the company's history," Mr. Tait predicted.

Toscanini Series

ARTURO TOSCANINI will return to the NBC Symphony Orchestra for a final series of four concerts for the 1951-52 season, it has been announced, with the first program aired Saturday, March 8 (NBC radio, 6:30-7:30 p.m. EST). The concerts will close the 15th successive season of the NBC Symphony. Mr. Toscanini, who directed the opening concert in 1937, has been associated with the group as musical director for 14 years.

Midwest

$125,000.00

The only station in a city of more than 40,000 population. Always profitable under absentee ownership this property offers one of the best radio opportunities in the middlewest. Financing arranged.

South

$100,000.00

A profitable fulltime independent located in a growing southern market. Plant and equipment is above average and valuable real estate is included. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH MARCH 6

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,334	2,316	95	321	203
FM Stations	640	573	76	11	8
TV Stations	108	93	15	409	182

(Also see Actions of the FCC, page 86.)

New Applications . . .

TV APPLICATIONS

Orlando, Fla. — Orlando Bcstg. Co., Ch. 6 (82-88 mc), ERP 26.4 kw visual, 13.2 kw aural, antenna height above average terrain 550 ft. Estimated construction cost $219,000, first year operating cost $120,000, revenue $120,000. Applicant is licensee of WDBO-AM-FM Orlando. Filed Feb. 29.

Pensacola, Fla.—WCOA Inc., Ch. 3 (60-66 mc), ERP 17.1 kw visual, 8.55 kw aural, antenna height above average terrain 364 ft. Estimated construction cost $163,000, first year operating cost $120,000, revenue $120,000. Applicant is licensee of WCOA Pensacola. Filed Feb. 29.

Pensacola, Fla.—Gulfport Bcstg. Co., Ch. 3 (60-66 mc), ERP 53.6 kw visual, 26.8 kw aural, antenna height above average terrain 434 ft. Estimated construction cost $378,120, first year operating cost $300,000, revenue $420,000. Applicant is licensee of WEAR Pensacola. Filed March 4.

Sioux City, Iowa—KCOM Bcstg. Co., Ch. 4 (66-72 mc), ERP 46.18 kw visual, 23.09 kw aural, antenna height above average terrain 500 ft. Estimated construction cost $298,188, first year operating cost $200,000, revenue $175,000. Applicant is licensee of KCOM Sioux City. Filed March 4.

Provo, Utah—KOVO Bcstg. Co., Ch. 9 (186-192 mc), ERP 64.2 kw visual, 32.1 kw aural, antenna height above average terrain 1,577 ft. Estimated construction cost $209,200, first year operating cost $85,000, revenue $90,000. Applicant is licensee of KOVO Provo. Filed March 5.

Anderson, S. C.—Wilton E. Hall, UHF Ch. 58 (734-740 mc), ERP 200 kw visual, 100 kw aural, antenna height above average terrain 378 ft. Estimated construction cost $401,443.77, first year operating cost $150,000, revenue $138,000. Applicant is owner of WAIM and WCAC (FM) Anderson. Filed March 5.

Neenah, Wis. — Neenah - Menasha Bcstg. Co., UHF Ch. 42 (668-674 mc), ERP 16.4 kw visual, 8.2 kw aural, antenna height above average terrain 305 ft. Estimated construction cost $144,650, first year operating cost $75,000, revenue $70,000. Applicant is licensee of WNAM - AM - FM Neenah. Filed March 6.

AM APPLICATIONS

Tallassee, Ala.—Tallassee Bcstg. Co., 910 kc, 1 kw, daytime. Estimated construction cost $13,900, first year operating cost $24,000, revenue $30,000. Owner Tallassee Bcstg. is Bertram Bank, one-third owner WTBC Tuscaloosa, Ala., and one-third owner of Ozark Bcstg. Corp., Ozark, Ala. (applicant for new AM station). Filed March 4.

Weatherford, Tex.—Sports Kingdom, 1220 kc, 250 w, daytime. Estimated construction cost $17,475, first year operating cost $30,000, revenue $40,000. Co-owners are James C. Wright Jr., mayor of Weatherford, and Gilbert Webb, employe of KCOR Mineral Wells, Tex. Filed March 5.

Alton, Ill.—William R. Tedrick, 1370 kc, 1 kw, daytime. Estimated construction cost $14,265, first year operating cost $36,000, revenue $60,000. Mr. Tedrick is 25% owner of WOKZ Alton. Filed March 6.

TRANSFER REQUESTS

WIDE Biddeford, Maine—Transfer of control Biddeford Bcstg. Corp., licensee, to Victor C. Diehm, E. H. Witney, Hilda M. Deisroth and George M. Chisnell for $45,000 for 175 shares of stock (100%). Mr. Diehm (25%) is president, general manager and holds 25% interest in WAZL Hazleton, Pa., and vice president, director and owner of 84 out of 336 shares of WHOL Allentown; Mrs. Deisroth (25%) is a housewife, holds 25% interest in WAZL and owns 84 shares of WHOL; Mr. Chisnell (25%) is president and owner of Chisnell Inc. (auto accessories and electric service), president and owner of Chisnell Coal Co., president and owner of Humboldt Stores Inc. (general merchandise), 40% owner of Lattimer Coal Corp., holds 25% interest in WAZL and owns 84 shares of WHOL; Mr. Witney (25%) is president and owner of Kingston Contracting Co., president and owner of Hydrotated Anthracite Fuel Inc., holds 25% interest in WAZL and owns 84 shares of WHOL. Filed Feb. 29.

WGWD Gadsden, Ala. — Assignment of license from First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington Jr., deceased, to Etowah Bcstrs. Inc. Principals of Etowah are beneficiaries of the estate of deceased: President Oscar P. Covington (13.8%), owner of Oscar Covington Foot Health Shop, Montgomery, DeLuxe Shoe Fixery, Montgomery, and Selby Bonfield Shoes Inc., Birmingham, Ala.; Earl B. Covington (13.83%), owner of farm at Canton, N. C.; Secretary-Treasurer Hugh M. Smith (3.19%), manager of WCOV Montgomery, and following housewives, each of whom will hold 13.83%: Clara R. Covington, Ethel Covington, Margaret C. Milwee, Peggy M. Carlton and Hazel C. Davies. No monetary consideration since transfer would merely carry out terms of will of Mr. Covington Jr., deceased. Filed March 4.

WCOV-AM-FM Montgomery, Ala. — Assignment of license from First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington Jr., deceased, to Capitol Bcstg. Co. Principals of Capitol are same as principals of Etowah Bcstrs. Inc. and percentage of ownership in Capitol would be substantially equivalent as that which they hold in Etowah (see WGWD Gadsden, above). No monetary consideration. Filed March 4.

WGWC Selma, Ala.—Assignment of license from First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington Jr., deceased, to Dallas Bcstrs. Inc. Principals of Dallas are same as principals of Etowah Bcstrs. Inc. and percentage of ownership in Dallas would be substantially equivalent as that which they hold in Etowah (see WGWD Gadsden, above). No monetary consideration. Filed March 4.

KPRS Olathe, Kans.—Assignment of license from Johnson County Bcstg. Co. to Twin City Adv., Kansas City, Mo., for $37,500 (100%). Principals in Twin City are President Edward H. Pate (28%), president of Twin City Adv.; Vice President Andrew R. Carter (28%), vice president of Twin City Adv.; Secretary-Treasurer Eugenia L. Pate (28%), secretary-treasurer of Twin City Adv., and four others holding minority interest. Filed March 5.

WMFS Chattanooga, Tenn. — Assignment of license from Lookout Bcstg. Co. to W.M.F.S. Inc. for $30,000. Principals in W.M.F.S. are President B. F. J. Timm (75%), owner of 501 out of 1000 shares of stock of WDMG Douglas, Ga., owner of 601 out of 1,200 shares of stock of WGAA Cedartown, Ga., and owner of 7½% of WLBS Birmingham, Ala.; Vice President Blaine Buchanan (25%), attorney with Buchanan & Grant, Chattanooga, and Secretary-Treasurer Tillman Grant, attorney with Buchanan & Grant. Assignee expects yearly operating expenses to be $66,000 and yearly revenue to be $80,000. Filed March 5.

WABG Greenwood, Miss. — Assignment of license from Greenwood Bcstg. Co. to Greenwood Bcstg. Co. Inc. Present licensee will have 100% of stock of newly organized corporation; no monetary consideration. Filed March 6.

WIKK Erie, Pa.—Assignment of license from Community Service Bcstg. Co. to (Erie) Dispatch Inc. for $100,000 (for 300 shares or 100% interest). Dispatch is licensee of WICU (TV) Erie, and owners of Dispatch are Mr. and Mrs. Edward Lamb. Filed March 5.

Tax Writeoffs

RAPID tax writeoffs for electronic manufacturers desiring to expand facilities or build new plants were contained in a list announced by the Defense Production Administration Thursday.

Among those firms listed were Raytheon Mfg. Co., Waltham, Mass. (electronic tubes and equipment), for $62,390, and Bendix Aviation Corp., Towson, Md. (electronic equipment), for $133,485. Others were Gabriel Co., Needham, Mass., for $264,236; Electric Regulator Co., Norwalk, Conn., $195,027; Carl W. Schutter Mfg. Co., Lindenhurst, N. Y., $160,870; Atlantic Electronics Corp., Port Washington, N. Y., $3,690; G. H. Leland Inc., Dayton, Ohio, $11,194; Allied Aircraft Co., North Hollywood, Calif., $50,000. Certificates for tax amortization were issued for 214 projects covering proposed investment of $328,856,000.

FCC Actions

(Continued from page 87)

March 5 Applications . . .

ACCEPTED FOR FILING

TV—Ch. 6

WBRC-TV Birmingham — CP to change from Ch. 4 (66-72 mc) to Ch. 6 (82-88 mc), increase ERP from 12.2 kw vis., 6.1 kw aur., to 28.8 kw vis., 14.4 kw aur., change ant., etc. Ant. height above average terrain 908 ft.

License Renewal

Following stations request renewal of license:

WGWD Gadsden, Ala.; WPBB Jackson, Ala.; WMLS Sylacauga, Ala.; KENI Anchorage, Alaska; KMJ Fresno, Calif.; KFOD Denver; WICC Bridgeport, Conn.; WQXI Atlanta, Ga.; WJBF Augusta, Ga.; WMT Cedar Rapids, Iowa; WEEI Boston; KOH Reno; WAGE Syracuse, N. Y.; WGAI Elizabeth City, N. C.; KFGO Fargo, N. D.; WHP Harrisburg, Pa.; WDEV Waterbury, Vt.; WVA Harrisonburg, Va.; WTMJ Milwaukee, Wis.; KFCA (FM) Phoenix, Ariz.; KSDB-FM Manhattan, Kan.; WHA-FM Madison, Wis.; WHLA (FM) Madison and WHAD (FM) Delafield, Wis.

Allocation Supplement

BROADCASTING • TELECASTING will publish in complete text the *FINAL TELEVISION ALLOCATIONS REPORT*. Subscribers will receive the supplement without charge. Extra copies will be available, as long as the supply lasts, at $3 each.

Sales, Programing & Continuity

N.R.B. produces an all-purpose service. Used by over 700 stations. Write for 10-Day FREE Examination!

MERCHANDISING DIVISION
NATIONAL RESEARCH BUREAU, INC.
CHICAGO 10, ILL.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by BMI

I HEAR A RHAPSODY

On Records: *Frank Sinatra—Col.; Ray Anthony—Cap.; Dick Brown—King; Arthur Prysock—Dec.; Helen Humes—Dec.; Irving Fields Trio—Vic.; Dennis Day—Vic.; Fran Warren—MGM; Norman Kaye—Cap.; Hal Singer—Coral.*

On Transcriptions: Guy Mitchell—Associated; The Sophisticates—Lang-Worth; Cocoanut Grove Orch.—Standard; Tex Beneke—Thesaurus.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Talent Tug-O-War

(Continued from page 29)

television programs to CBS. The result of such a switch might completely reverse the competitive situation in the industry and cause NBC to lose its current position of leadership.

NBC does not ask that NPA grant to it all the critical materials it has given CBS. NBC does ask that NPA allow it to build just enough facilities to keep it from being exposed to competitive attacks based upon NBC's present inability to deliver adequate Hollywood originations. A denial of this limited request would work an unreasonable hardship on NBC and in view of the grants already made to CBS, would be manifestly unjust.

Speaking for NPA, Mr. Heyman cited essentiality as a criterion, and noted that policy has been to withhold grants for projects not underway. The materials shortage may ease for industrial construction later this year, he added.

NBC was rejected, Mr. Heyman said, because it had not begun construction prior to Aug. 3, 1951, but may get allotments for the third and fourth quarters. The test of essentiality will still govern, however, he said.

"NBC will have to compete then with such new vital projects as chemical plants and the textile industry," Mr. Heyman explained. He added that the network could obtain imported foreign steel provided it did not use more than self-authorized amounts for copper and aluminum—25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum.

Chairman Boyd promised the board will give "careful review" to the appeal and issue a decision as soon as practicable. Normally appeal decisions are issued within 30 days.

NBC was the first network to appeal an NPA decision involving construction. It previously was successful in receiving exemptions and grants for other studio projects in New York and Chicago, but unsuccessful in obtaining materials for others [B•T, Dec. 24, Sept. 24, 1951].

The picture for radio-TV broadcasters—NBC and others—continued to brighten last week. A number of applications are on file with NPA's Industrial Expansion Division for projects already under way. They will continue to receive materials to finish the work. Later, NPA may further ease restrictions to permit commencement of construction [B•T, March 3].

Among these applications are DuMont Labs., WCAU Inc. (WCAU AM-FM-TV Philadelphia), and ABC San Francisco.

DuMont Labs was rejected for a $1,750,000 TV studio project at its WABD (TV) New York in the fourth quarter, but was given materials for this quarter. WCAU Inc. is better than 60% along on its new building "to better serve the Philadelphia area" with a project estimated at $2,740,000. Location is Lower Marion Township, and construction began Oct. 26.

ABC San Francisco got second-quarter materials Feb. 7 after being denied in January-March 1952 for radio-TV studios.

Another case hanging fire involves KTHS Hot Springs, Ark., which proposes to move its transmitter and studios to Little Rock. It seeks change from 1 kw night and 10 kw day to 50 kw day and night, and needs steel and other materials. It was indicated that NPA would grant KTHS' application because of an ease in materials supply and because the request does not involve a new station as such. John D. Ewing is president of KTHS as well as KWKH Shreveport, La.

Exceptional Opportunity for Traveling Time - Space Buyer

and Media Contact Man

Man we seek must know the "ins and outs" of radio and television time buying, must know how to "case" a station right on the ground, be able to separate "the sheep from the goats," be able to find "good buys" and know from "A to Z" the factors that determine them. This traveling representative must also know how to evaluate newspaper coverage, costs, positions, co-operation and how to apply it to the specific problems of the products to be sold. This position requires practically full time "in the field." Salary fully commensurate with background, experience and performance. All replies strictly confidential. Give full personal data in first reply. Address Box 437M, BROADCASTING • TELECASTING.

TOP TEN MAGAZINES — RATES AND CIRCULATIONS
FULL PAGE BLACK AND WHITE RATE — AVERAGE CIRCULATION
Publisher's Interim Statements

	Latest Rates Announced Through Jan. 31, '52	Effective Date	Prevailing Rate, Jan. '51	Per Cent Increase	First Nine Mo., '51	First Nine Mo., '50	Gain or Loss
Life	$19,200	Mar. 3, 52	$16,100	+19%	5,298,334	5,351,630	—1%
Saturday Evening Post	13,710	Apr. 5, '52	11,200	+22%	3,976,505	4,036,246	—1%
Look	11,440	July 1, '52	8,850	+29%	3,238,450	3,178,343	+2%
Collier's	10,100	July 12, '52	8,600	+17%	3,136,019	3,136,013	
McCall's	12,500	May '52	10,000	+25%	4,033,728	3,817,188	+6%
Ladies' Home Journal	13,510	Jan. '52	12,255	+10%	4,444,613	4,543,856	—2%
Good Housekeeping	8,500	Jan. '52	7,500	+13%	3,081,960*	3,010,883*	+2%
Woman's Home Companion	12,880	Aug. '52	10,250	+27%	4,028,409	4,060,614	—1%
Woman's Day	10,500	Mar. '52	8,250	+27%	3,866,062*	3,756,938*	+3%
Better Homes & Gardens	10,900	Jan. '52	9,800	+11%	3,561,095	3,472,538	+3%

* Average circulation for first six months of 1951 and 1950. No September 30th Interim Statements published.

Prepared by Broadcast Advertising Bureau, Inc.

BAB, in its function of providing member stations with information on competitive media, made a survey of rates and circulation of 10 of the country's leading magazines [B•T, March 3]. The table was compiled in connection with BAB's 96-page report on county-by-county circulation of the above magazines.

AUDIENCE BREAKDOWN

AMA Hears Seiler

AUDIENCE composition and cumulative data, especially for progressive results in their spot announcement campaigns, are the subjects of greatest interest among advertisers, James W. Seiler, president of the American Research Bureau, said Thursday.

Speaking on audience research to the radio-TV luncheon group of the American Marketing Assn., Mr. Seiler outlined the needs for audience measurement and the methods and their effectiveness for collecting data. Asserting that research conducted while a program is in progress is the most satisfactory, he considered telephone surveys as excellent, but limited in non-metropolitan areas by the number of homes not equipped with telephones. Meters, while being more precise, are expensive to install, result in a fixed sample unless moved to other sets for every study, and do not indicate audience composition, he said.

Diaries, kept by individual audience members, have proved most effective for advertising studies conducted by his organization, he reported, and have an added advantage of indicating, not what is broadcast, but only what the audience member has observed. Comparison of diaries with telephone surveys has indicated their high accuracy, he added.

Audience analysts may be forced into exclusive use of diary surveys, Mr. Seiler predicted, when UHF, VHF and color TV all become a reality, thus requiring varied designs, wider installation, and costlier meters. Anticipating lower future incomes for radio and resultingly lower future ratings, he emphasized that accurate surveys of radio audiences will become more difficult and more expensive, even in non-TV markets where telephone surveys often must be conducted long-distance.

Problems of diary surveys, he said, are that the audience sample must be changed for each study to avoid inaccurate noting by listeners who consider their reports routine, and to retain good interviewers to prepare the diary-keepers for their work.

PRATT REPORT

Is Given to Tru

PROGRESS report on U. S. "quency management" policy submitted last Monday to P dent Truman by Haraden Pratt telecommunications advisor.

Mr. Pratt called on Mr. Tru in a White House visit to repo developments in the field of national and U. S. domestic trum problems since he was pointed to office about six mo ago.

The telecommunications ad apprised the Chief Executive of creation of a Technical Pol Steering Committee, and the posed policy governing utilizat of frequency rights among gov ment agencies and domestic us as drafted by the committee's ecutive unit.

Work on the International Te communications Union Atlan City agreement relating to fix service frequencies for inter tional broadcasting and round discussions on domestic spectru problems involving the FCC a the Interdepartment Radio A visory Committee also were r ported on by the President's te communications advisor [CIRCUIT, March 3].

WCBS BILLING UP

26% Above February '5

BILLINGS for WCBS New Yor in February were 26% over tho of a comparable period in 195 Carl Ward, general manager o the key station for the CBS Radi network, announced last week.

More sponsors are using the sta tion break commercial announc ment today than a year ago, h said, and the sale of afternoo station breaks has gained impetu He declared that "radio commerci volume appears to be on a very d finite upswing."

Another factor in the highe billings is the new *Joan Edwar Show* which before its premiere o March 3 was 50% sold out i participations, he noted.

PHIL RIZZUTO PROGRAM

Radio City Productions Offer

STARRING the New Yor Yankees' shortstop, *Phil Rizzuto Sports Caravan* was announced h week as a new transcribed radi show, produced and distributed b Radio City Productions, New Yor

The 15-minute feature, prepare for twice-weekly broadcast, ha been sold in 20 major markets an another 40 smaller cities by th end of last week, it was reporte

Keyed to the opening of the 195 baseball season, premier relea date of *Sports Caravan* is sche uled for the week of April 13-1 First 26-week cycle carries th program through the date of th World Series, it was pointed ou

MAYFLOWER EDICT

ACLU Would Reinstate

REINSTATEMENT of the Mayflower decision prohibiting stations from editorializing was urged last week.

The American Civil Liberties Union, in a letter to the FCC, said attempts by stations to editorialize had proved confusing and unworkable.

The Mayflower decision, handed down in 1941, prohibited editorializing by radio stations. Mayflower Broadcasting Co. was applying for the same facilities used by WAAB Boston, which had been cited by the FCC for partisanship. After weeks of testimony, the FCC revoked WAAB's license (denying the Mayflower application), but warned that stations could not take sides on any question and had to ensure unbiased news reporting [B•T, Jan. 20, 1941].

In 1949 the prohibition was overruled, but the FCC emphasized that it was sanctioning editorializing only when it was "fair" and that the station must seek out and encourage the rebuttal of persons or groups holding views different from those of the station [B•T, June 6, 1949]. At that time the ACLU opposed abandonment of the policy.

The reason for ACLU's latest complaint was the FCC's censure of WLIB New York last year for refusing an editorial stand in favor of national fair employment practices legislation without also airing opposing views [B•T, March 30, 1951].

The ACLU's letter to the FCC reiterates its 1949 arguments.

Intent Not Enough

Patrick Murphy Malin, executive secretary of ACLU, wrote that in abrogating the Mayflower decision, the FCC was "motivated by the feeling that open partisan statements are healthier in a free society than the subtle editorializing of covert propagandists."

He said that the ACLU was sympathetic to the Commission's purpose, but added:

"We submit that good intent does not automatically make for sound practice. There has been no rush on the part of the stations to exercise this new freedom. And in the case of WLIB the rule has been so confusing as to impair the effect of editorialization.

"But over and above these considerations, the Commission's policy is the ultimate result of discouraging all types of opinion on radio stations. This is due to the fact that . . . most stations will lean over backwards to eliminate all types of editorial comment and, thus, avoid any question being raised."

Mr. Malin continued:

To what lengths must a station of limited resources go to 'seek out, aid and encourage' the broadcasting of opposing views? What standards are there by which to determine whether a station has sufficiently 'sought out, aided and encouraged' the expression of opposition views before it may be allowed to editorialize? What area must be covered, how many organizations and speakers canvassed, how much money must be spent, how many employes assigned in the task?

We believe that, from the point of view of the FCC, enforcement of the new rule is practically impossible. The Commission's investigatory staff would be pressed into far more than studying each case exhaustively to determine whether every station taking an editorial position had fulfilled its 'affirmative duty.' It would have to set up standards so specific that every possible contingency could be covered, and yet so broad that these standards would not have to be revised to fit each new case. In short, a consistent, coherent policy might be well-nigh impossible of achievement.

SIMULTANEOUSLY celebrating fifth anniversary and improving facilities, WILS Lansing, Mich., on Feb. 19 boosted power on its assigned 1320 kc to 5 kw day and 1 kw night, with different directional patterns day and night. WILS previously was using 1 kw fulltime, directional night. WILS dropped MBS affiliation the same date and now claims to be Michigan's largest independent. Checking details just prior to power boost are (l to r) Bernard Ressler, engineer; W. A. Pomeroy, president-general manager, and his brother, John Pomeroy, secretary-treasurer and chief engineer.

WJLD VERSUS WILD

FCC Denies Protest

WILD and WJLD are not so much alike that stations using those call letters are likely to be confused, according to the FCC.

Last week the Commission denied a petition from WJLD Bessemer, Ala., which asked the FCC to rescind grant of the call letters WILD to WTNB Birmingham, Ala. [B•T, Feb. 11, Jan. 28].

WJLD was afraid that the two stations—both in the same market—might be confused. Bessemer is 12 miles from Birmingham.

But in its letter to WJLD, the FCC wrote:

"There is not sufficient likelihood of confusion arising from the use of the call letters WJLD in Bessemer and WILD Birmingham to warrant departure from the Commission's practice of permitting licensees to use the call of their choice if it is available and in good taste."

Colgate Renews

COLGATE - PALMOLIVE - PEET has renewed *Mr. and Mrs. North* effective April 1, Tuesday, 8:30-9 p.m., on CBS Radio. Show is currently being taped to allow Producer John W. Loveton to complete plans for a television version, slated for fall. Sherman & Marquette, New York, is the agency.

INFO. BUDGETS

Rep. Hebert Attacks

REP. F. EDWARD HEBERT (D-La.), chairman of a House subcommittee investigating waste in the Pentagon, last Thursday turned his guns on public information specialists of the Defense Dept. and in the three military services.

He charged that the Pentagon spends over $1 million annually putting out "propaganda" through "press agents, ghost writers and praise-makers." Simultaneously he disclosed a list of salaries for officers and civilians assigned to press relations as submitted by the Defense Dept.

"A hurried examination of the list indicates that in excess of $1 million is being spent by the Pentagon for the spreading of its propaganda by habitual distortionists. . . ." Rep. Hebert said.

Topping the civilian salary list were Clayton Fritchey, public information director for the Dept. of Defense, while Maj. Gen. Floyd L. Parks, Army Dept. press chief, topped a military listing.

CHAMBER MEETING

Legislation Reviewed

COMMITTEE on Advertising for the U. S. Chamber of Commerce gave close attention to television when it met in New York last Wednesday. Harold E. Fellows, NARTB president, gave an off-the-record report on radio-TV legislation pending in Washington and its potential effects on the American businessman.

Although details of his talk were not released, it was understood that Mr. Fellows explained the formation and backing of such legislation as the Benton Bill and urged that businessmen let their opinions be known in Washington while legislation is pending and before it is enacted.

The Chamber of Commerce had previously branded as unfair the Case-Johnson Bill proposing to prohibit the advertising of distilled spirits over radio and TV [B•T, Feb. 11] as the first step toward further restrictive legislation covering the entire advertising industry, a move explained briefly at the Wednesday meeting by Paul H. Good, secretary of the Committee on Advertising.

To Offer 'Magic Key'

Committee also heard progress report and promotion plans for "The Magic Key," 20-minute color film on advertising, and at the suggestion of Roger W. Clipp, general manager of WFIL Philadelphia, will offer it to all television stations throughout the country. The film was shown recently on WMCT (TV) Memphis, thereby doubling the estimated audience of 150,000 persons who had seen the film at meetings of advertising committees, trade associations and advertising and public relations groups, according to Kenneth Chernin, committee staff member, who made the report.

Other business during the day-long meeting included a talk by Otto Kleppner, Kleppner Co., on meeting common criticisms of advertising, reconsideration of the committee's formal statement of advertising policy and a report on the Advisory Commitee to the Dept. of Defense.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL.	TEL. 8202
HOUSTON, TEXAS	TEL. ATWOOD 8536
WASHINGTON, D. C.	TEL. METROPOLITAN 0522
MONTREAL, QUE.	TEL. ATLANTIC 9441
NEW YORK CITY	TEL. MURRAY HILL 9-0200

at deadline

DuMONT MAY PARTICIPATE IN ALL PHASES OF HEARING

DuMONT MAY participate in all phases of the Paramount hearing, FCC Hearing Examiner Leo Resnick ruled Friday. Mr. Resnick ruled after other parties—ABC, CBS and United Paramount Theatres—argued that DuMont had no interest in merger of ABC and UPT and therefore should not be permitted to cross-examine, etc. (see earlier story on page 63).

Hearings on Friday saw beginning of testimony of John Balaban, president of Balaban & Katz theatre chain. Completed were the testimony of David B. Wallerstein, vice president of B&K, and of John H. Mitchell, general manager of WBKB (TV) Chicago. Mr. Balaban was recounting his early Chicago years when hearings were adjourned. In the course of Mr. Mitchell's examination, he revealed that WBKB used 25 feature pictures per week.

WEMP AMENDMENT OPPOSED

OPPOSITION to permitting WEMP Milwaukee to amend its TV application [B•T, March 3] was filed with FCC Friday by WFOX same city. Hearst-owned WFOX claimed that WEMP amendment is new application and should not be accepted since FCC rules forbid acceptance of new applications filed after 20 days before start of hearings. Milwaukee TV hearings began July 1948, WFOX pointed out. In discussing WEMP amendment, WFOX claimed amendment involves "new parties, new financing, new programming, new staffing and a completely new engineering proposal." It pointed to 40% ownership of WEMP by Mid Continent Radio-Television Inc. (WTCN-AM-FM-TV Minneapolis-St. Paul) to bolster its contention that WEMP was new corporation. WTCN purchase of 40% interest in WEMP took place last year.

WEATHER SNAGS PLANS

ABANDONMENT of NBC plans for live telecasts of New Hampshire primaries announced in New York Friday. Decision reached after two-hour technical conference at NBC's affiliate, WBZ-TV Boston, which had been scheduled to feed NBC-TV remote pickups to network (see story page 31). Filmed coverage—provided by 15 men and two camera crews—will be flown to New York hourly, while radio reports originate from vote scene. Plans to build three-step microwave facilities for direct TV cancelled by New England weather and additional six-inch snowfall.

CAMPAIGN COVERAGE

MORE than $500,000 worth of NBC air time will be devoted to advertising network's political coverage in intensive promotion campaign scheduled to have started Sunday and to last through election eve, according to Friday announcement by Jacob A. Evans, NBC radio advertising and promotion department manager. Keyed to slogan, "Follow the Campaign of the Next President on NBC," promotion will use station breaks, signoffs, regularly scheduled newscasts, recorded announcements by top NBC newscasters—including, for first time, director of NBC radio news, Henry Cassidy—local station announcements, slogan posters, station and newspaper advertisements.

HYDE VICE CHAIRMAN

FCC COMR. Rosel H. Hyde was elected FCC Vice Chairman Thursday at first meeting following seating of new Comr. Robert T. Bartley. He succeeds to position vacated by Chairman Paul A. Walker, who was Vice Chairman from 1945 until his elevation to Chairmanship two weeks ago. Mr. Hyde was appointed in 1946 to fill unexpired term of late William H. Wills. Before that he was general counsel of the FCC. He is a Republican.

WIKK SALE APPLICATION FILED

APPLICATION for approval of sale of WIKK Erie, Pa., from Keith Kiggins and Donald Reynolds to Edward Lamb's Dispatch Inc. (WICU-*Erie Dispatch*) for $150,000 [AT DEADLINE, Feb. 11] was filed with FCC last week.

Application showed WIKK current assets as $40,561.47, liabilities $18,578.50. Dispatch Inc. showed current assets as $376,674.78, liabilities of $400,204.83.

Approval would give Mr. Lamb the following radio-TV properties in addition to WIKK and WICU (TV): WTOD and WTRT (FM) Toledo, WTVN (TV) Columbus, WHOO-AM-FM Orlando, Fla. Mr. Kiggins is residing in California for reasons of health. Mr. Reynolds owns a number of newspapers in the Southwest and also KSFA-AM-FM Fort Smith, Ark.; KBRS Springdale, Ark.; KHBG Okmulgee, Okla.; KAKE Wichita, Kans., KWRN Reno, Nev.

THREE TV SERIES

THREE MAJOR TV series are planned in contract, announced Friday, between NBC and Dougfair Corp., with Douglas Fairbanks Jr., head of Dougfair, to supervise production of all and appear as host and occasional performer in one. Series are *International Theatre*, in which Mr. Fairbanks will appear and for which he will recruit dramatic talent in Europe after March 15; *Foreign Legion*, adventure drama set in North Africa, and *The Silent Men*, based on Mr. Fairbanks' NBC radio show.

RCA DIVIDEND

DIVIDEND of 87½ cents per share on outstanding RCA $3.50 cumulative first preferred stock, payable April 1 to holders of record at close of business March 17, announced by Brig. Gen. David Sarnoff, RCA board chairman, following board meeting Friday. Dividend is for period Jan. 1 to March 31.

DURANTE WINNER

ANNUAL Page One Awards of New York Newspaper Guild announced Friday with Jimmy Durante named radio-TV winner for his numerous and pace-setting video appearances.

PEOPLE..

C. L. DOTY, former manager of ABC's AM-FM-TV New York, to radio sales st Edward Petry & Co., N. Y., station repres tive firm. Mr. Doty joined ABC in 19 member of newly-formed spot sales div After three years naval service in World II, he returned as assistant sales manage later station manager of WJZ-AM-FM-

PAUL A. HILTON, controller and ass general manager of Crosley Distributing of New York, appointed controller of Au Video Products Corp., that city, where h coordinate activities of the parent com and its three subsidiaries: Audio-Vide cording Co., A-V Tape Libraries, and M Crest Corp.

HERBERT BLOOMBERG, DuMont Tra ter Div. central district sales manager, n to supervise sales in expanded central covering 15 midwestern states.

JEAN RICHTER, William H. Weintraub N. Y., promoted to assistant producer in n TV department.

COL. EDWARD F. BROWN and **GLENN G DELL**, assistant to the president, and dir of advertising and sales promotion, re tively, of National Dairy Products Corp., named vice presidents. Both will retain current positions.

PROSPECTIVE APPLICANTS MAKE TV PLANS

TV PLANS for three prospective applica were announced last week.

In Colorado, KVOR Colorado Springs, KGHF Pueblo, formed new corporation build 200-kw station atop 9,000-ft. Cheye Mt. In Iowa, KVFD Fort Dodge and businessmen formed the Northwest Televi Co. with $100,000 capitalization to file appl tion for TV in that city. The new compan headed by Edward Breen, president of KV In Washington, D. C., independent WG specializing in "good music," announced had hired an engineer to prepare applica for one of two extra UHF channels prop for city.

Colorado company was formed by James Russell, president and general manager KVOR; Gifford Phillips, president of KG Robert Ellis, general manager, KGHF; B Z. Russell, Colorado Springs; H. G. Harm Colorado Springs businessman and Harry Schnibbe, Denver businessman. Main stu of TV station would be at Broadmoor H Colorado Springs, with a second studio Pueblo.

GIRL SCOUT ANNIVERSARY

SOME 100 radio and TV programs have dicated intentions of observing 40th anniv sary of Girl Scouts of America this we Among major opening broadcasts slated w dramatization of life of Juliette Gordon L GSA founder, on NBC-TV's *Hallmark H of Fame* yesterday (Sunday).

HORSERACE RESULTS

WBNX New York announced late Friday th beginning March 17 it will discontinue broa casting horserace results except for an eveni summary. (Also see story, page 38).

XUM

"IN THE HEART OF AMERICA . . .

It's The

KMBC KFRM

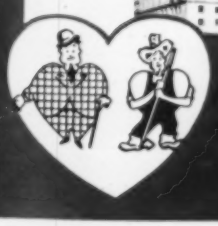
Team and It's

"Wholehearted"

7½ MILLION "HANDS HIGH"...

Measurement, in equestrian vernacular, is expressed in "hands." By these standards the KMBC-KFRM Team is well on its way to 7½ million *"hands high."* Why 7½ million? Because that is the number of hands on the 3¾ million people living within the half millivolt contour of The Team – and those are the hands which daily take the measure of The KMBC-KFRM Team and which have applauded and lifted The Team to the number one spot in the Heart of America!

The tremendous lead of The Team is now being increased by the affiliation of KFRM with the CBS Radio Network. That means the addition of CBS service to the outstanding local programming of KFRM by KMBC of Kansas City that has made KFRM the favorite of the people of Kansas. It means a host of new listeners are joining the thousands who daily ride the wagon drawn by The KMBC-KFRM Team. In this step, The KMBC-KFRM Team becomes *"CBS for the Heart of America"* and in doing so brings about a greater sales potential for KMBC-KFRM advertisers, for those same measuring "hands" also hold the purse strings in the Heart of America! Write, wire or phone KMBC-KFRM, Kansas City, Missouri, or your nearest Free & Peters Colonel!



TO SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, IT'S

The KMBC-KFRM Team

CBS FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY